China Innovation

Technology and the future of marketing in China

15th November, Beijing

China World Summit Wing Hotel

Headline partner

Exclusive Innovation partner

Partners

<u>Confirmed speakers</u>

Cindy Chan, Chief Strategy Officer, **FocusMedia**
Jeffrey Chen, Product Director, **hdtMEDIA**
Major Lin, Managing Partner, **OMD China**
Li Qi, Marketing Head, Smart Homes & VR, **Xiaomi**
Julie Qiu, Vice President, Marketing, **MiCai**
Miranda Tan, CEO, **Robin8**
Hedi Wen, Director of Marketing, **xAd China**
Xiaofeng Zeng, Senior Analyst, **Niko Partners**
Vincent Yan Zhao, CEO, **Admaster**
Jared Zhang, Product Director, Advertising Platform and Products Department, **Tencent**
Angelia Teo, Head of Content Lab, **Campaign Asia Pacific**

12:30   **Registration and VIP networking lunch**

13:30   **Campaign's opening remarks**
        Angelia Teo, Head of Content Lab, **Campaign Asia Pacific**

13:40   **Campaign's editorial overview on China Innovation**

13:50   **Technology and data-driven digital marketing innovations**
        Jared Zhang, Product Director, Advertising Platform and Products Department, **Tencent**

14:10   **Engaging with consumers in an esports world**

While China's government recognised esports as an official sport in 2003, the industry has hit a growth spurt. In March Alibaba announced the World Electronic Sports Games, to be held in Shanghai, and has allocated $5.5 billion to its prize money pot.

The opportunities for brand marketers are significant. However, the typical consumer engaged in esports is contemptuous of commercially-driven advertising and there still exists a government and parental stigma associated with the competition. Brands must connect with these consumers on their level and offer advertising that enhances the viewer's experience.

- Quantifying the size of China's esports market in China
- How can brands use authenticity and affinity to connect to the anti-commercial esports consumer?

Presenter:
Xiaofeng Zeng, Senior Analyst, **Niko Partners**

14:50   **Data-driven media planning**
        Major Lin, Managing Partner**, OMD China**

15:10   **Programmatic premium buying with OTV**
        Jeffrey Chen, Product Director, **hdtMEDIA**

15:20   **Innovation in a Location World**
        Hedi Wen, Director of Marketing**, xAd China**

15:30   **Networking coffee break**

16:00   **The future of immersive marketing: Virtual Reality**

It's estimated that by 2020 the VR market in China will be worth RMB 55 billion. BAT are driving the growth and collaborating with content producers and venture capitalist firms. If brands are to exploit VR, they can only capitalise on the opportunities by creating nonintrusive content.

In this case study, Xiaomi will showcase their plans on bringing VR into the mainstream.

Presenter:
Li Qi, Marketing Head, Smart Homes & VR, **Xiaomi**

16:25   **Rise of the machine: Incorporating machine learning in your marketing strategies**

Brands in China lack an advanced data and analytics function. Slow development, an almost total reliance on BAT and an ecosystem corrupted by fraud have prevented brands from realising the potential of data-driven marketing.

- Mapping the process of building marketing automation infrastructure
- Using machine learning capabilities to understand your customer's purchasing patterns
- Harnessing marketing automation to plan, activate and analyse addressable media

- How can brands effectively integrate marketing automation and social media platforms like WeChat?

Moderator:
Angelia Teo, Head of Content Lab, **Campaign Asia Pacific**

Speakers:
Julie Qiu, Vice President, Marketing, **MiCai**
Cindy Chan, Chief Strategy Officer, **FocusMedia**
Vincent Yan Zhao, CEO, **Admaster**
Miranda Tan, CEO, **Robin8**

17:30   Close of event