

November 22, 2018

The Ritz-Carlton Mega Kuningan, Jakarta, Indonesia

A very warm welcome to the **Re.Con Indonesia**, the third of our Re.Con event series in partnership with **ada**. The Re.Con events are a unique opportunity to deep dive into market-specific issues affecting digital marketers in Asia's fastest growing markets: Thailand, Philippines, Indonesia and Malaysia.

The Re.Con series is designed for brand marketers to learn from and network with leading minds in the industry and tackle the issues most pertinent to their region. Each event features panel and speaker sessions with local and global brands represented.

Connecting content, data and media

Indonesia is entering a new era of digital transformation, with the adoption of new technology and marketing efficiencies and the endless growth of internet and mobile users. Consumers in this market are sharing content on social at speed, setting new expectations and disrupting traditional media.

As the market matures, media, creativity and data must merge.

Many brands are already moving into a competitive position and finding new methods of brand engagement, through creative and holistic approaches to their digital marketing. Successful brands have a deep understanding over their first-party data so it can be used to best effect, they are personal and reactive to the speed of change happening across Asia Pacific. **Re.Con Indonesia**, created by **Campaign Asia-Pacific** and **ada** brings the whole ecosystem together to find where the opportunities are to accelerate growth in data-driven digital marketing, and give brands a competitive edge. We hope you enjoy **Re.Con Indonesia** and that you will find it stimulating and inspiring.

Re.Con Indonesia	
Time	08.30am - 12.40pm Registration begins at 8.30am, the event programme begins promptly at 9:00am
Venue	The Ritz-Carlton Mega Kuningan, Jakarta, Indonesia

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Confirmed Speakers

Maika Randini, CMO, **FWD Insurance**
Sachin Prasad, Country Head, **Mondelez**
Robert Sawatzky, Head of Content, **Campaign Asia-Pacific**
Srinivas Gattamneni, CEO, **ada**
Anurag Gupta, Chief of Agency & COO, **ada**
Dhiren Amin, Head of Marketing SEA, **The Kraft Heinz Company**
Lakish Hatakar, President Director, **One Johnson & Johnson**
Leonardo Koesmanto, Executive Director & Head of Digital, **DBS**
Kirill Mankovski, Chief Enterprise Officer, **XL Axiata**
Jayant Bhargava Vice CEO, **Kompas Gramedia**
Cam Walker, Executive Director, **iflix**
Adrian Burton, Head of adaAcquire, **ada**
Gautam Kiyawat, Head of Freemium, **HOOQ**

Re.Con Indonesia: Connecting the dots between content, data and media

08.30am	Registration and morning refreshments
09.15am	Campaign Asia-Pacific's opening remarks Welcome to Re.Con Indonesia, the event that brings together the industry's brightest minds to unlock the potential of data-driven digital marketing Speaker: Robert Sawatzky, Head of Content, <i>Campaign Asia-Pacific</i>
09.20am	Innovate today or be gone tomorrow In this opening session, ada's Chief of Agency looks into the future of digital in Indonesia and beyond. What are his top predictions for how media, content and data will shape brand marketing in the future? Speaker: Srinivas Gattamneni, CEO, ada

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09.35am	Making Kraft GRATE again: A cheese for every Indonesian This case study looks at how Mondelez is using digital to drive brand relevance to wider consumer segments. Speaker: Sachin Prasad, Country Head, Mondelez
10.00am	Breaking down the silos between media, content and data As the market in Indonesia matures, media, content and data must merge. Industry collaboration has never been so important and to move into a competitive position, brands need a more holistic approach to their strategy, one that puts data core. This panel discussions brings three key industries together to uncover how media, content and data will shape their future. How important is it to implement a data-driven digital strategy? Panellists: Anurag Gupta, Chief of Agency & COO, ada Leonardo Koesmanto, Executive Director & Head of Digital, DBS Maika Randini, CMO, FWD Insurance Kirill Mankovski, Chief Enterprise Officer, XL Axiata Moderator: Robert Sawatzky, Head of Content, Campaign Asia-Pacific
10.45am	Morning refreshments break and networking
11.05am	How J&J drive successful insight-driven campaigns to inspire and increase ROI Speaker: Lakish Hatakar, President Director, One Johnson & Johnson
11.25am	Driving ROI through digital insights This case study looks at the new “Real Husbands Cook” initiative for Soy and the “World’s Spiciest Noodles” act for Chili.

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	Speaker: Dhiren Amin, Head of Marketing SEA, The Kraft Heinz Company
11.45am	The future of TV TV is still relevant at providing consumers with great content but with online streaming and new video content sites and platforms emerging, and the increasing popularity of Facebook video, Snap Inc and other social networks and their video capabilities, short-form content and online video are taking market share away from traditional TV. This panel looks at the future of TV in advertising with two of Southeast Asia's leading video content platforms, Iflix and HOOQ. Is there a place for TV in the future and how can marketers reap the rewards with video advertising? Panellists Gautam Kiyawat, Head of Freemium, HOOQ Cam Walker, Executive Director, Iflix Moderator: Robert Sawatzky, Head of Content, Campaign Asia-Pacific
12.05pm	Unleashing the value of consumer data Today, consumers demand hyper-personalisation in their everyday life, and this includes when being served ads. To get it right, brands must go beyond demographics and look into physiographic profiling, unleashing a deep and rich profile analysis of their desired target market. And that's just the beginning. This can be mixed into pivotal parts of a consumer's day-in-the-life to drive better propensity of buying. This closing keynote demonstrates how brands can get the most out their customer data. Speaker: Adrian Burton, Head of adaAcquire, ada

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12.20pm	Closing remarks
12.25pm	End of event