

CampaignAsia Trends Briefing

4 December 2024 | The Ritz-Carlton Jakarta, Mega Kuningan

Indonesia is not just the biggest market in Southeast Asia, it has grown to be a powerhouse of Asian brands.

At the *CampaignAsia* Trend Briefing, we will initiate a spirited discussion around best practices when it comes to branding and marketing related to Indonesia – whether it is for the homegrown market or the world at large.

We will highlight how Indonesian marketers are using cutting edge technology, including AI-powered approaches to create communication that has speed and scale on its side, without compromising on measurable results.

Join us for in-depth fireside chats with industry leaders, and spirited discussions on building a world where Indonesia is a global force to reckon with when it comes to creativity, innovation, and brand building.

AGENDA

9.30am

Registration

10.00am

Welcome remarks by *CampaignAsia*

- Atifa Silk, Managing Director, ***CampaignAsia***

10.10am

Presentation: How Asian and global marketing trends may impact Indonesia

The focus will be to explore some of the key advertising & marketing trends regionally and globally to look at how they may influence brand communication and agency work in Indonesia.

Speaker:

- Robert Sawatzky, Editorial Director, ***CampaignAsia***

10.30am

Panel Discussion: Building the next wave of global Indonesian brands

In many emerging economies, global agency networks first stepped in to serve their global clientele as they expanded to new markets. But with a boom in homegrown Indonesian brands over the last decade, who will lead the charge of taking these brands first regional and later global?

How do these brands, born like many of their consumers in a digital and hyperconnected world view marketing? How does AI help these brands in delivering on speed, scale, and measurable outcomes? What role do they see agencies playing?

Speakers:

- Evan Januli, VP of Branding and Marketing, **Qoala**
- Gunnar Beckers, Director Marketing Combustible Category, **HM Sampoerna Tbk**
- Neha Bansal, Regional Business Director, **Publicis Groupe**
- Robert Sawatzky, Editorial Director, **CampaignAsia** (moderator)

11.10am

Presentation: Speed, Scale and the Trends Impacting Measurement

- The Transformative Impact of AI
- 5 IMPACTS
 - Petabyte Scale Drives AI Investment For Marketers
 - Everything Is A Walled Garden
 - All Measurement Will Be Hybrid
 - The Expert Interface Will Disappear
 - Standards Moving from Industry Dictated to Brand Customized
- Achieving Scale While Protecting Brand Values

Speaker:

- Anurag Sure, Enterprise Sales Director, **DoubleVerify**

11.25am

Fireside Chat: Paving the way towards a healthy crypto ecosystem in Indonesia

NFT's have plummeted a staggering 92% and meme coins have gained popularity through social media, backed by influencers and marketing campaigns that have gone viral. In this interview with Wan Iqbal, CMO of Tokocrypto, we talk about the approaches to marketing a highly volatile asset class in a responsible manner.

Speakers:

- Wan Iqbal, Chief Marketing Officer, **Tokocrypto**
- Maina Harjani, Contributing Editor, **Campaign Indonesia** (moderator)

11.45am

Panel discussion 2: Building the new marketing blueprint

Consumer goods companies were traditionally regarded as the best places to learn the ropes in marketing - the first port of call for aspiring marketers right out of B-school. What are some of the ways in which these companies are still keeping themselves at the cutting edge of marketing.

What are some of the new approaches when it comes to creativity, collaboration, and measurement that have worked best in Indonesia?

Speakers:

- Eka Sugiarto, Head of Media, **Unilever Indonesia**
- Fabian Prasetya, Chief of Digital and Media Officer, **L'Oreal Indonesia**
- Maina Harjani, Contributing Editor, **Campaign Indonesia** (moderator)

12.00pm

Networking lunch

1.00pm

End of event