

ADVERTISING AND PROMOTIONS ASIA 2009

SUCCEEDING IN CHALLENGING TIMES

18-19 February 2009 ♦ Royal Plaza on Scotts Hotel, Singapore

Learn Winning Strategies and Achieve More with Less in Challenging Times from:

- Active Channel
- AdWOW! Group
- Vocanic
- Webguru Asia
- Yolk
- Radica Systems, Hong Kong
- Strating (Active Marketing), The Netherlands
- Reliance ADA Group, India
- ZoMedia
- Blue-Interactive Marketing
- Research International Singapore
- Asia-Pacific Connections
- Satyam BPO, India
- Dow Jones Consumer Media Group

ORGANISED BY:



ENDORSED BY:



Special discount of 10% to members of DMAS & SAA

2 Separately Bookable!

Post-Conference Workshops

20 February 2009 | Friday

Workshop A

"A DEEP DIVE INTO DESIGNING A WORD OF MOUTH MARKETING PROGRAMME"

Led by Ian McKee, Chief Executive Officer, Vocanic, Singapore

Workshop B

"SECRETS OF SALES PROMOTIONS: MORE EFFECTIVELY, LOWER COSTS"

Led by Peter Strating, Managing Director, Strating (Active Marketing), The Netherlands



Shape Your Marketing Strategies to Achieve Your Marketing ROIs in Challenging Times!

Day One: 18 February 2009 • Wednesday

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**
Oz Aksugur, *Worldwide Chief Operating Officer*
Blue-Interactive Marketing

9.15 **SELLING IN A DOWNTURN: HOW TO MAKE CREATIVITY AND EFFECTIVITY GO HAND IN HAND**

KEYNOTE ADDRESS

- * The importance of being creative in developing active marketing concepts
- * How to be more effective by using different/new types of promotions
- * New active marketing technology, making use of the Internet in real-life Sales Promotions
- * Winning 'Active Marketing' business cases from the Netherlands

Peter Strating, *Managing Director*

Strating (Active Marketing), The Netherlands

10.00 **MAXIMISING ROI FROM INTERACTIVE CHANNELS**

REAL LIFE EXAMPLES

- * How to increase online conversions by up to 800%
- * Key metrics to track in social media campaigns and other interactive marketing programmes
- * How to keep costs down in social media programmes
- * Strategies for getting the most out of social media initiatives
- * And what about Web 3.0? Future trends to learn what's in store for your brand before it's too late

Jeff Zweig, *Chief Guru*

Webguru Asia

10.45 MORNING REFRESHMENT

11.15 **MAXIMISING YOUR ADVERTISING & PROMOTIONS INVESTMENT IN CHALLENGING ECONOMIC TIMES TO DELIVER A PROVEN ROI**

MULTIPLE CASE STUDIES

- * Designing your A&P budget with an eye for ROI
- * Managing your A&P budget as an investment
- * Using integrated marketing to maximise your A&P returns
- * Case studies to show how integrated marketing delivers a higher ROI

Cindy Payne, *Managing Director*

Asia-Pacific Connections

12.00 **INSTEAD OF BUYING MEDIA – WHY NOT EARN IT? WHY WORD OF MOUTH MARKETING AND SOCIAL MEDIA IS ESPECIALLY RELEVANT NOW**

MULTIPLE CASE STUDIES

In the context of reduced marketing budgets and economic downturn, it is the ideal time to use Word of Mouth Marketing to support your brand. Despite being free, the media of personal recommendation is more powerful than any other when it comes to building a brand and driving trial and purchase.

- * Where WOM fits in the media landscape
- * The importance of advocacy to a brand and how to measure it
- * What is word of mouth marketing
- * Influencers: Who are they and how to find them
- * Which brands are using WOM marketing already
- * Overview of some local case studies

Ian Mckee, *CEO*

Vocanic

12.45 LUNCH

2.00 **MARKETING IN A RECESSION – BEST PRACTICES AND CASE STUDIES**

MULTIPLE CASE STUDIES

- * The objective – Increasing your marketing budget during a recession
- * The mind change – Moving from being a cost centre to a profit centre
- * The challenge – Who moved my ROI?
- * Meet your best friend – The CFO
- * Recession best practices – From across the world
- * Case studies to please your CFO! – Focusing on Singapore and the APAC region

Oz Aksugur, *Worldwide Chief Operating Officer*

Blue-Interactive Marketing

2.45 **DIGI-TAL RETAIL EXPERIENCE**

CASE STUDY

- * Creating platforms to capture and measure actionable insights into consumers
- * Creating conversations with consumers
- * Two way advertising and communications
- * Investments during tough times

Prakash Somosundram, *CEO*

Yolk

3.30 AFTERNOON REFRESHMENT

4.00 **LEVERAGING EVENTS TO ACTIVATE THE ORGANISATION AND BUILD A COMPREHENSIVE SERVICE BRAND**

CASE STUDY

- * How integrated campaigns around events can bring about change within organizations resulting in increased benefits to customers
- * How consistent messaging to various sets of stakeholders was achieved at Satyam BPO
- * How events were leveraged for experiential marketing

Kulwinder Singh

Head - Global Marketing and Communications

Satyam BPO, India

4.45 **CHAIRPERSON'S CLOSING ADDRESS**

5.00 **END OF DAY ONE**

8.30 MORNING COFFEE

9.00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**
Dinesh Singh, *Group Account and Marketing Director*
ZoMedia

9.15 **MAKING AN IMPACT IN THE WORLD OF CHALLENGING TIMES: SUSTAINING COMPETITIVENESS AND EXCEL DURING ECONOMY DOWNTURN**



- * **CASE STUDY 1:** Developing a unique strategy and dealing with consumer's ever-changing spending pattern
 - + Gain the edge over your competition with the right blend of branding and promotion strategy with limited budget
- * **CASE STUDY 2:** Focusing on your current resources and multiplying its potentials
 - + Speak to the right target group effectively by using the right medium
- * **CASE STUDY 3:** Maximising your advertising/promotion budget and maintaining your brand persona
 - + Get the most out of your budget with a powerful marketing strategy and creative execution, by selling your products indirectly

George Heng, *Managing Director/Creative Branding Consultant*

AdWOW! Group

10.00 **ALLOCATING THE RIGHT DOLLARS IN THE RIGHT WAY IN CHALLENGING TIMES**



- * Common misconceptions and misinterpretations of traditional A&P versus eChannel A&P
- * Assessing the target audience profile, conducting trigger-based eMarketing and lifecycle campaigns
- * Leveraging your assets – Your existing customer DB to do targeted A&P
- * Determining the types of Medias and Channels
- * Pitfalls to avoid

Francis Kwok, *Founder and Chief Executive Officer*
Radica Systems, Hong Kong

10.45 MORNING REFRESHMENT

11.15 **BEYOND PRINT: MAKING THE MOST OF NEWS MEDIA**



- * How will print media survive the growth of digital media?
- * Is digital media an alternative to print or a compliment?
- * How are print media owners diversifying their product offerings to capture advertising share?
- * How companies effectively use news media to build their brands and drive results

Shawn Hiltz, *Director of Marketing, Asia*
Dow Jones Consumer Media Group

12.00 **HOW TO SPREAD YOUR MESSAGE ACROSS TO YOUR TARGET AUDIENCE VIA MOBILE – USING THE NEW MEDIA TO ENHANCE YOUR A&P CAMPAIGN**



- * Identify and examine potential risks
- * Establish your objectives
- * Capitalise on new media trends

Dinesh Singh, *Group Account and Marketing Director*
ZoMedia

12.45 LUNCH

2.00 **WHY VIDEO ON THE INTERNET IS THE NEXT BIG THING FOR ADVERTISING**



- * Current state of play with traditional media
- * The game changing facets that are building – Pros and cons for marketers
- * Who is using video and why? - Successfully and badly
- * What is the ROI for online video?
- * Why brands need to use online video now
- * The future of online video

Todd Andrew Murray, *CEO/Founder*
Active Channel

2.45 **HOW TO WIN FRIENDS AND INFLUENCE PEOPLE**



Based on the global TRU study of teens conducted in 15 markets including China, India and South Korea. This presentation will look at:

- * Key facts about what turns these teens on (and what turns them off)
- * Assessing teen's habits in relations to media, with special focus on new media and networking sites, and their impact on teens
- * Understudy which A+P worked well with teens and which has not
- * Identifying key themes which will drive the way teens think and behave

Nic Hall, *Client Service Director*
Research International Singapore

3.30 AFTERNOON REFRESHMENT

4.00 **INTEGRATED MARKETING COMMUNICATIONS: NEW SCRIPT FOR SUCCESS**



Featuring 2 case studies on Reliance Power; Launch of India's largest IPO (financial services product) and Kingfisher Airlines.

- * Role of traditional and non traditional media
- * Impact of digital
- * ROI models for non traditional media evaluation

Grish Shah, *Head, Branding*
Reliance ADA Group, India

4.45 **CHAIRPERSON'S CLOSING ADDRESS**

5.00 **END OF CONFERENCE**

For enquiries and registration: Call (65) 6536 8676 or (65) 6536 8437 or visit us at www.abf-asia.com