

Brand Marketing Leaders Summit



24th - 25th April 2019



Suntec Convention & Exhibition Centre, Singapore



forwardleading.co.uk





Stay ahead of the brand marketing revolution

Join us at Asia's most anticipated and influential Brand Marketing Leaders Summit taking your place alongside more than 100 senior brand marketers and digital strategists who are redesigning the future of brand marketing.

We believe true innovation comes from changing perspectives. Our speakers are hand-picked for their expertise, experience and influence in brand marketing and marketing strategies from a wide range of industries.

The Brand Marketing Leaders Summit offers you the opportunity to:

- ▶ Learn and discover about the future trends within Brand Marketing
- ▶ Enhance your understanding of the new technology that is available to marketers
- ▶ Identify new opportunities to improve brand loyalty and customer engagement
- ▶ Expand your business network with 100 peers- benchmark and exchange new learnings



Speakers

Confirmed guest speakers

from top International companies and institutions



Bonnie Chia
Head of Brand
WWF



Bipasha Minocha
Director, Group Brand
& Marketing
*EtonHouse
International
Education Group*



Marcus Yong
Director, Regional
Marketing
Klook



Pooja Chhabria
Head of Growth
Marketing, APAC
Linkedin



Dominique Touchaud
Associate Brand
Director
Proctor & Gamble



Sandy Tantra
Brand Marketing, APAC
Google



Clara Lim
Senior Manager,
Partnerships
TripAdvisor



Sharon Lewis
Director, Strategy
& Marketing
Rebel & Soul



Jude Davidson
Regional Director
for Asia
HomeAway



Richard Rubnan Que
Director, International
Marketing
L'oreal



Lisa Wong
Head of Marketing
Swarovski

Speakers



Raymond Mabasa
Director, Marketing &
Digital Transformation, SEA
Unilever



Amit Kaushik
Digital Marketing
Manager
Facebook



Kate Mallord
Senior Content
Marketing
Manager, APAC
LinkedIn



Diane Yap
Head of Marketing,
Communications & CR
AXA



Alizon De Torres
Regional Brand
Manager & Market
Development Lead
Unilever



Hideki Nick Watanabe
Director, Brand
Strategy & Consumer
Marketing
Twitter



Shawn Roy
Global Lead,
Consumer Insights
GSK



Fang Fang
Growth Lead,
APAC
Skyscanner



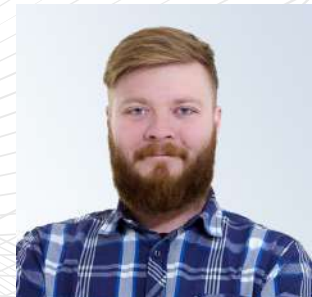
Dolly Chin
Head of Brand &
Marketing
Thermomix Singapore



Violet Lim
CEO & Co-Founder
*Lunch Actually
Group*



Elaine Ng
Head of Communications,
ASEAN Pacific
Philips



Edgars Lielnors
Head of Business
Development
MGID

Agenda



Day 1: 24th April 2019

08.00 - 08.50	Registration
08.50 - 09.00	Chairperson Overview
09.00 - 09.30	<div>Marcus Yong <i>Director, Regional Marketing Klook</i></div> The Digital Transformation Journey of Klook In this talk, Marcus will discuss the journey that Klook took to develop into one of the fastest growing travel companies in Asia.
09.30 - 10.00	<div>Elaine Ng <i>Head of Communications, ASEAN Pacific Philips</i></div> PR and the Art of Storytelling in a World Influenced by Social Media PR is not dead, contrary to what some may think. But PR practitioners need to adapt to the changing media landscape. Social media has changed the way we produce and consume news - where does this leave the PR industry? Amidst the gamut of information out there, how can we capture the hearts of consumers through the art of storytelling?



Day 1: 24th April 2019

Google

Sandy Tantra

Brand Marketing, APAC

Google

10.00

10.30

Grow with Google: Building Brand Advocacy by Helping Millions of People

Sandy will share how brand advocacy is built by focusing on activities where brand can help improve people's lives.

10.30

11.00

AM Coffee Break



Clara Lim

Senior Manager, Partnerships

TripAdvisor

11.00

11.30

Transforming Travel

Clara will discuss the ways in which TripAdvisor continues to innovate and adapt with the changing user behaviour and travel landscape



Amit Kaushik

Digital Marketing Manager

Facebook

11.30

12.00

Building Brands with Video

In this talk, Amit will discuss how he builds brands using video for one of the world's largest online social media and networking companies.



Day 1: 24th April 2019

Sharon Lewis

REBEL & SOUL

*Director, Strategy & Marketing
Rebel & Soul*

12.00
-
12.30

Launching a Start-Up Brand

Marketing a startup is tough, you're operating with a limited budget, and you can't always bring in experts to help. If you strategise for the long term, you'll have a much better chance of being successful.

12.30
-
14.00

Lunch Break



Bonnie Chia

*Head of Brand
WWF*

14.00
-
14.30

Reaching A Billion People: A Brand Strategy that Works

Bonnie will discuss how WWF harnesses the power of open source to create the world's largest grassroots movement for the environment, Earth Hour, and uses it to engage & unite people - kick-starting a movement for nature.



Hideki Nick Watanabe

*Director, Brand Strategy & Consumer Marketing
Twitter*

14.30
-
15.00

Localizing Your Brand Campaign

This presentation will focus on Twitter's current brand campaign which is running now in Japan on national TV. US and UK are also running campaigns based on 1 global strategy but it is being executed locally to match the cultural relevance.



Day 1: 24th April 2019



Shawn Roy
Global Lead, Consumer Insights
GSK

Mostra Felina: The Rising Role of the Felines in Marketing & Communication Strategy!

15.00
-
15.30

Let's accept it, cats are jerks! Maybe it's because they are such independent pets; maybe it's because they can be cute and evil at the same time OR charming and then all of a sudden aloof and snooty! A study in 2015 by an Indiana University Bloomington professor suggested that by viewing cat videos, people tend to feel more energetic and more positive. Many brands are using cats in their branding & marketing communications to drive a point and create instant connect with the audience; at the same time they are using the cat's values to boost sharing in the social media space, thereby using the feline very strategically in the marketing whiskers of cross media - This presentation is an ode to that Cat spirit!!

15.30
-
16.00

PM Coffee Break



Edgars Lielnors
Head of Business Development
MGID

16.00
-
16.30

Native is Back

What is native? Why is it effective? Ad ecosystem, MGID's approach, Cases



Lisa Wong
Head of
Marketing
Swarovski

Diane Yap
Head of Marketing,
Communications & CR
AXA

Richard Rubnan Que
Director, International
Marketing
L'oréal

Shawn Roy
Global Lead,
Consumer
Insights
GSK

Violet Lim
CEO & Co-Founder
Lunch Actually
Group



Panel Discussion: The Secrets to Developing Brand Loyalty

What would you give to have an audience of over 8 million Facebook fans, 3 million Twitter followers, 2 million Instagram followers and customers all around the world? Brands dream of building a massive following, but never succeed. This panel will discuss the strategies to get you there.

Networking Drinks



Day 2: 25th April 2019

08.00 - 08.50	Registration
08.50 - 09.00	Chairperson Overview
09.00 - 09.30	<div><div>Raymond Mabasa <i>Director, Marketing & Digital Transformation, SEA Unilever</i></div></div> Establishing Your Brand Purpose <p>A brand purpose is an important part of determining your company's identity. It's one of the most crucial components in creating a actualised brand. Also brand purpose is more than just something that attracts an audience. An outstanding brand purpose sets out how a company intends to change the world for the better. Its role is to unite customers and culture alike in the pursuit of that intention. It's a statement of belief, of hope, of pursuit.</p>
09.30 - 10.00	<div><div>Dolly Chin <i>Head of Brand & Marketing Thermomix Singapore</i></div></div> How Important is Network Marketing for Brands <p>Dolly will discuss network marketing work where Thermomix drives demand and sales for the brand themselves as they are a network marketing brand. Digital is 100% embraced rather than traditional marketing. Dolly sees network marketing as a powerful trend that all brands should adopt to some extent as it allows brands to own customer relationships and have direct dialogs.</p>



Day 2: 25th April 2019

10.00
-
10.30

AM Coffee Break

10.30
-
11.00



Jude Davidson

*Regional Director for Asia
HomeAway*

Understanding Your Customer - Families & Friends

HomeAway is working towards becoming the most trusted leader in holiday home rentals for families and friends. So what does it take to become the first choice for your target market?



Dominique Touchaud

*Associate Brand Director
Proctor & Gamble*

11.00
-
11.30

Can Soap Change The World?

In the modern era, there is more emphasis than ever on gender equality and the environment to name a few. Do brands have an influence on consumers for these topics, and if they do, what role should they be playing? Dominique will discuss the importance of using your brand to advertise for good and create a positive impact on society.

11.30
-
12.00



Violet Lim

*CEO & Co-Founder
Lunch Actually Group*

Building South East Asia's Best Known Dating Agency Brand Through PR

Violet will discuss how brands can leverage on corporate PR and CEO brand leadership to build strong regional brands which differentiate themselves from their competitors.



Day 2: 25th April 2019

12.00
-
13.30

Lunch Break

13.30
-
14.00



Pooja Chhabria

Head of Growth Marketing, APAC
Linkedin

Kate Mallord

Senior Content Marketing Manager, APAC
Linkedin

The Power of Content Marketing

Pooja and Kate will share some practical tips on how brands can use the power of content marketing to drive business results.

14.00
-
14.30



Fang Fang

Growth Lead, APAC
Skyscanner

Launching a Brand in a New Market from Scratch

Fang Fang will share her thoughts on how to build an international brand in a new market from scratch.

14.30
-
15.00

PM Coffee Break



Alizon De Torres

*Regional Brand Manager & Market Development Lead
Unilever*

15.00
-
15.30

Relaunching a Brand

This talk will focus on Alizon's experience with the Axe/Lynx brand. He will discuss the ways in which he had to re-imagine the brand for today's world - transforming the brand from irreverence to one with a purpose, moving from selling fragrances to a full male grooming solution.



Bipasha Minocha

*Director, Group Brand & Marketing
EtonHouse International Education Group*

15.30
-
16.00

Branding in the New Normal - Our Digital Transformation Journey

Non-linear consumer behavior and constantly changing algorithms require new thinking.

Creating unified top and bottom of the funnel messaging and strategy - our digital transformation story integrating data silos in a traditional business setup

Back in 2011, roughly 150 marketing technology solutions were in the market. Today, the growth of this sector and its options are staggering. How did we create our own hierarchy using tools that align with our strategy and what's next for us?

16.15

End of Summit

Who attends

 **20+**
Speakers

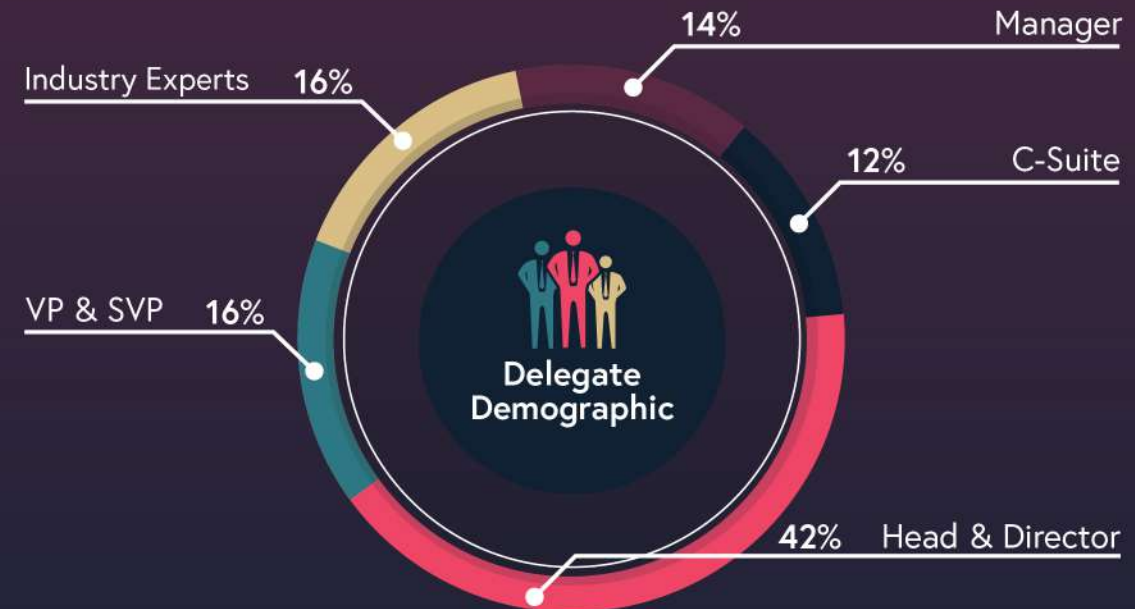
 **100+**
Attendees



12+ Hours
of Talks



8+ Hours
of Networking Sessions



"I've enjoyed it tremendously - good presentations and lots of good questions by an active audience, the room and schedule is full."

Martin Ciupa, CTO, calvIO

Who attends



adidas

mobike
摩拜单车

COMCAST

Google



IBM



SONY MUSIC



CompareAsia
Group

BOSE



facebook



smule

wayfair



slack

ebay



"It was super fascinating, it's really interesting to hear from so many different industries."

Brian Moroz, Creative Strategist, Google

Registration information

Silver Pass \$799

- ▶ Access to all Main Sessions
- ▶ Access to AM/PM Coffee Breaks, Lunches & Networking Drinks
- ▶ Access to Exhibition Floor
- ▶ Certificate of Attendance

Gold Pass \$899

All of Silver plus:

- ▶ Unlimited access to Presentation Slide Decks*
- ▶ Unlimited access to Presentation Video Recordings

*(subject to speakers consent)

Platinum Pass \$1,099

All of Gold plus:

- ▶ Full Access to Co-Located Data & Analytics Leaders Summit and All Online Summit Material
- ▶ One year Leading Online membership

Secure Your Place

Singapore's exclusive business summit dedicated to Brand Marketing is back. Here you can learn and knowledge share with those at the forefront like yourself.

[Register](#)

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2019 Events

Big Data & AI Leaders Summit , Digital Marketing Leaders Summit

27 – 28 Feb 2019
InterContinental Double Bay, Sydney



Big Data & AI Leaders Summit , Digital Marketing Leaders Summit

5 – 6 Mar 2019
Crown Plaza Jakarta, Jakarta



Big Data & AI Leaders Summit

11 – 12 Apr 2019
Joseph B. Martin Centre, Boston



Brand Marketing Leaders Summit , Data & Analytics Leaders Summit

24 – 25 April 2019
Suntec Convention & Exhibition Centre, Singapore



Big Data & AI Leaders Summit , Digital Marketing Leaders Summit

11 – 12 Sep 2019
Marina Bay Sands, Singapore



Big Data & Machine Learning Leaders Summit , Digital Marketing Leaders Summit

4 – 5 Dec 2019
InterContinental Grand Stanford, Hong Kong

