

# ACQUIRING WINNING BUSINESS SOLUTIONS IN CONSUMER INSIGHTS

17-18 December 2007 \* JW Marriott Hotel, Kuala Lumpur, Malaysia



## KEY TOPICS ON:

- Revolutionary methods in differentiating your company in a crowded marketplace. Understand the importance of consumer insights in driving your business and how to maximise its impact as a proactive tool in supporting and driving business strategy
- Using consumer insights to develop effective market segmentations that allow for more accurate and customised marketing strategies to build customer loyalty and capture market share
- Harnessing new emerging technologies and communication tools to capture valuable marketing data, improve marketing strategies and build and strengthen customer relationships and loyalty
- Unleashing the power of consumer data to identify insights that empower value-added decisions. Discover how to translate data into insights and insights into opportunities
- Understanding consumers and using consumer insights to drive creative ideas in your product innovation and development
- The hidden dimensions of culture and how an understanding of cultural insights can be utilised to drive greater consumer insights and more effective marketing strategies
- Leveraging on both consumer insights and brand insights in creating big ideas for brand building
- Combining emerging and current targeting methodologies to create holistic insights of your customers that can be translated into effective growth strategies
- Maximising the effectiveness of online access panels and other emerging media to generate richer and more in-depth actionable insights
- Leveraging on consumer insights to effectively connect with your target audience
- **Plus** case studies on:
  - How Clara International Beauty Group has managed to effectively optimise consumer insights to mould its business strategies and stay ahead in the market
  - Maximising marketing impact with insightful branding strategy



## OUR PANEL OF DISTINGUISHED SPEAKERS:

**Johannes Hartmann**

*Vice President, Consumer Market and Insight Foods*  
**UNILEVER, NETHERLANDS**

**Jim Goh**, *Regional Managing Director, South East Asia*  
**OMNICOMMEDIAGROUP, SINGAPORE**

**Khairuddin Rahim**, *Chief Executive Officer*, **LOWE**

**Abhijeet Dutta Ray**, *Executive Vice President, Strategic Planning Director*, **LOWE, THAILAND**

**George Heng**, *Managing Director*, **ADWOW!, SINGAPORE**

**Bob Chua**, *Chief Executive Officer*, **PULSE GROUP**

**Tony Boatman**, *Group Marketing Director*  
**TD BOATMAN, A Marketing Services Company, Singapore**

**Yongky Surya Susilo**, *Retailer Service Director*  
**NIELSEN INDONESIA**

**Yap Sook Hua**, *Senior Project Director*  
& **Pranay Jeyachandran**, *Director*  
**SYNOVATE**

**Datin Dr. Clara L. Chee**, *Founder & Chairman*  
**CLARA INTERNATIONAL BEAUTY GROUP**

**Karen Goonting**, *Head of Behavioural Science and Applied Psychology*, **FIRST PRINCIPLES**

**Sreedhar Subramaniam**, *President*  
**DIRECT MARKETING ASSOCIATION OF MALAYSIA**

**Suresh Dharan**, *Strategic Planner*, **DENTSU UTAMA**

**Azli Paat**, *Vice President*, **DAPAT VISTA**

**Michael Hawkins**, *General Manager*, **TNS WORLD PANEL**

**Dr. Nabsiah Abdul Wahid**  
*Chairman of Marketing Program, School of Management*  
**UNIVERSITI SAINS MALAYSIA**

**Dr. Asma Abdullah**, *Consultant*, **CULTURE MATTERS**

ORGANISED BY:

The Asia  
BUSINESS  
FORUM

# STRATEGIES TO DELIVERING VALUE-ADDING INSIGHTS

**DAY ONE | 17 DECEMBER 2007 | MONDAY**

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**

**Bob Chua**, *Chief Executive Officer*  
**PULSE GROUP**

9.10 **INTEGRATING CONSUMER AND BRAND INSIGHTS TO CREATE BIG IDEAS FOR BRAND BUILDING**

- ◆ Definition of insights, being a verb rather than a noun
- ◆ The difference between consumer insight and brand insight and how one can influence the other
- ◆ How to create real universal insights that are independent of regional or local boundaries
- ◆ How brands evolve out of the process of "insighting", starting with a specific logic about brand building dynamics
- ◆ Defining a set of principles that can guide the Consumer Marketing Insight (CMI) person to find real big ideas for brand building

**Johannes Hartmann**

*Vice President, Consumer Market and Insight Foods*  
**UNILEVER, NETHERLANDS**

9.55 **USING THE INTERNET AND OTHER COMMUNICATION CHANNELS TO BRAND PRODUCTS AND RESEARCH THE MARKET**

- ◆ Leveraging on online marketing intelligence to protect your brand reputation, gain consumer insights, measure and improve marketing ROI and aid execution of new product launches
- ◆ Maximising the effectiveness of your online market research
  - ❖ The hows and whys of effective online research
  - ❖ Using online research to develop richer and more in-depth information
  - ❖ How online research can allow you to react quickly to rapidly changing consumer behaviour
  - ❖ Gaining insights into new technologies of SMS and Blogs: Understand how these new technologies increasingly empower your consumers and how you can use them to generate greater insights

**Bob Chua**, *Chief Executive Officer*  
**PULSE GROUP**

10.40 MORNING REFRESHMENT

11.00 **PANEL DISCUSSION: STRATEGIC BRANDING USING CONSUMER INSIGHTS**

Proper insights and results will enable the organisation to act upon them and develop effective marketing strategies to develop your brand or product. In this session, you will explore the proposition that "Brand building is the foundation of every business and consumer insights are the foundations of brand building."

(A special panel discussion with the Lowe team)

- ◆ Understanding the brand components to measure and manage
- ◆ Why insights are important to brand marketers in promoting brand development and growing brand equity
- ◆ Applying consumer insights to maximise your branding strategies
- ◆ Connecting with consumers: The difference between reception and receptivity
- ◆ Launching successful campaigns using research as a tool to contribute to the growth of brand equity
- ◆ Harnessing internal and external communications to bring your brand to life

**Moderator:**

**Bob Chua**, *Chief Executive Officer*, **PULSE GROUP**

**Panelists:**

**Khairuddin Rahim**, *Chief Executive Officer*, **LOWE**

**Abhijeet Dutta Ray**

*Executive Vice President, Strategic Planning Director*  
**LOWE, THAILAND**

12.25

**SHAPING AND PRIORITISING BUSINESS GOALS THROUGH CONSUMER INSIGHTS**

Hear how consumer insights enabled Clara International Beauty Group to:

- ◆ Concentrate on relevant market segments
- ◆ Form the relevant directions and strategy in their business investments
- ◆ Plan portfolio optimization and new product development in the short and long term
- ◆ Case study on how Clara International Beauty Group has managed to effectively optimize consumer insights to mould its business strategies and stay ahead in the market

**Datin Dr. Clara L. Chee**, *Founder & Chairman*

**CLARA INTERNATIONAL BEAUTY GROUP**

1.10

LUNCH

2.10

**MANAGING YOUR RESEARCH EFFECTIVELY TO GENERATE IMPACTFUL INSIGHTS**

Market research departments are under the constant pressure of keeping to cost and time constraints. Add to this the challenge of remaining visible and relevant in a competitive market. This session presents ideas and thoughts on ways to get around these problems.

- ◆ Selecting the right research methodologies to create rich and lasting information
- ◆ Prioritising projects that have the most impact
- ◆ Positioning your research at the centre of strategy
- ◆ Managing budget cuts – Cost effective ways of getting more from existing information
- ◆ Learning from past projects by looking at previous data in a new light
- ◆ Finding out what you don't know and discovering loop holes in your data

**Suresh Dharan**, *Strategic Planner*  
**DENTSU UTAMA**

3.30

AFTERNOON REFRESHMENT

**CASE STUDY**

**INTERACTIVE SESSION**

3.45

CASE STUDY

**CREATING LASTING IMPRESSION WITH INSIGHTFUL B®ANDING STRATEGY**

- ◆ Identify the segment insights from various perspectives
- ◆ Diversify communication methods and synchronise it with focused proposition
- ◆ Case study: Maximise marketing impact with effective strategy

**George Heng, Managing Director**  
**ADWOW!, SINGAPORE**

4.30

**ENGAGING CONSUMERS VIA MOBILE MESSAGING**

To stay connected to consumers, businesses need to harness new emerging technologies such as mobile messaging to stay ahead of the pack.

- ◆ An overview: The latest developments in mobile communication technology
- ◆ Capturing valuable marketing data via mobile messaging
- ◆ Mobile messaging tools to beef up your marketing strategies
- ◆ How SMS can help you build/strengthen customer relationships
- ◆ "Target Marketing" via SMS

**Azli Paat, Vice President**  
**DAPAT VISTA**

5.15

**END OF DAY ONE****DAY TWO | 18 DECEMBER 2007 | TUESDAY**

8.00

**MORNING COFFEE**

9.00

**CHAIRPERSON'S OPENING REMARKS**

**Sreedhar Subramaniam, President**  
**DIRECT MARKETING**  
**ASSOCIATION OF MALAYSIA**

9.10

**USING CUSTOMER INSIGHTS TO EFFECTIVELY CONNECT WITH YOUR TARGET AUDIENCE**

- ◆ Launching Xbox 360 in Asia
- ◆ Marketing games in a pirated environment
- ◆ Experiential marketing

**Tony Boatman, Group Marketing Director**  
**TD BOATMAN, A Marketing Services Company, Singapore**

9.55

**USING CONSUMER INSIGHTS TO BUILD COMPETITIVE ADVANTAGE**

Instead of going through round after round of price reductions, consumer research and insights should be the principal driver behind profitable business.

- ◆ Exploring techniques and imperative questions to ask to improve your organisation's understanding of customers' buying habits and expectations
- ◆ Aligning your insight research with your business goals to maximise its impact and use it as a proactive tool to support and drive organisational strategy
- ◆ Creating business strategy that effectively incorporates the needs and wants of your customers: Ensuring insights are applied and translated into action

10.40

11.00

INTERACTIVE SESSION

12.25

1.10

2.10

2.50

- ◆ Building a customer-based strategy through your insights: Converting your insight blueprints into effective campaigns

**Yongky Surya Susilo, Retailer Service Director**  
**NIELSEN INDONESIA**

**MORNING REFRESHMENT****EXPLORING HIDDEN DIMENSIONS OF CULTURE FOR GREATER CONSUMER INSIGHTS**

Foray into the multi-ethnic dimensions of Malaysia's culture to find ways to entice customers.

- ◆ Using the 16 cultural dimensions to surface values and needs
- ◆ Key values influencing how each ethnic group makes choices
- ◆ Translating cultural insights to drive your marketing strategies

**Dr. Asma Abdullah, Consultant**  
**CULTURE MATTERS**

**THE IMPORTANCE OF SEGMENTATION AND THE ROLE OF CONSUMER INSIGHTS IN DEVELOPING EFFECTIVE MARKET SEGMENTATION**

Learn how to respond readily to the different segments of the market to build customer loyalty and capture market share as a maturing market prevails.

- ◆ Building a credible and usable marketing segmentation model with consumer insights
- ◆ Developing customized marketing strategies within different segments
- ◆ Harnessing consumer insights for profitable pricing strategies
- ◆ Discover how you can reach new segments of customers and how you can use the results of segmentation to impact business strategy
- ◆ Lessons learnt

**Michael Hawkins, General Manager**  
**TNS WORLD PANEL**

**LUNCH****EXAMINING EMERGING TARGETING METHODOLOGIES TO IMPROVE ROI**

- ◆ Examining emerging targeting methodologies:
  - ❖ Demographic (**Who** consumers are)
  - ❖ Behavioural (**What** consumers are like); and
  - ❖ Contextual (**Where** consumers are)
- ◆ The importance of fitting all 3 Ws together in your research efforts
- ◆ Creating a 360 degree picture of your customer: Effectively combining research methodologies and market analytics for holistic insights
- ◆ Using holistic insights to spark fresh thinking translating growth strategy to identify opportunities and new concepts that have a greater "emotional resonance" with consumers

**Karen Goonting**  
**Head of Behavioural Science and Applied Psychology**  
**FIRST PRINCIPLES**

**HARNESSING THE POWER OF CONSUMER INSIGHTS TO DELIVER POWERFUL MESSAGES**

Gaining true consumer understanding before developing strategies and crafting communications – or even the brand itself – is critical for success. The

profusion of consumer options means marketers must delve deeper than ever before to truly understand the target's underlying motivation for purchase and usage of products. Great creative ideas needs thought-provoking consumer insights to inspire personalized, relevant messaging - but are your valuable insights getting lost in translation?

- ◆ Preventing your insights from getting lost in translation
- ◆ Translating insights into advertising strategies effectively
- ◆ Learn which consumer insights are critical to developing creative messages that connect with your audiences
- ◆ Explore actions to take to create more resonating creative messages

**Jim Goh**, *Regional Managing Director, South East Asia*  
**OMNICOMMEDIAGROUP, SINGAPORE**

- ◆ Using data analysis to reveal sharper consumer insights, more precise targeting and better return on marketing investments
- ◆ Using consumer insight from data to innovatively segment your markets and get the best response from your customers to support your marketing strategies
- ◆ Understanding the shifts in consumer behaviour and their implications for marketing
- ◆ Identifying new strategies to respond to market demands and capitalise on opportunities present
- ◆ Quantifying the validity of these new approaches

**Dr. Nabsiah Abdul Wahid**

*Chairman of Marketing Program,*

*School of Management*

**UNIVERSITI SAINS MALAYSIA**

5.15

**END OF CONFERENCE**

3.30 AFTERNOON REFRESHMENT

### 3.45 CONSUMER INSIGHTS IN PRODUCT INNOVATION AND DEVELOPMENT

Why wait until all the development on a new product or service has been done before involving consumers? Research, if used appropriately, should inspire and fuel new product and service development. In this session, you will explore ways in which research can be integrated into the development process.

- ◆ Analysing consumer experiences and using them to kick start the development
- ◆ Using consumer creativity in idea development
- ◆ Aligning insight with new product development and business goals
- ◆ How deep customer understanding can lead to breakthrough insights
- ◆ Understanding your customer to drive product development and diversification to meet evolving consumer demands to stay ahead of the market
  - ❖ Using research to discover changing customer preferences to ensure effectiveness and appropriateness of new product developments
  - ❖ Exploring techniques for getting to the bottom of what customers really want
  - ❖ Using research to distinguish between passing fads and long term solutions
  - ❖ Keeping customers abreast of product improvements using traditional and modern communication touch points

**Yap Sook Hua**, *Senior Project Director*  
 & **Pranay Jeyachandran**, *Director*  
**SYNOVATE**

### 4.30 BRIDGING THE INFORMATION GAP: TRANSFORMING DATA INTO INSIGHTS AND INSIGHTS INTO OPPORTUNITIES

In this session, discover how to unleash the power of consumer data to identify insights that empower marketers to make value-added decisions, identify strategies to gain competitive edge and evaluate and maximise marketing ROIs.

- ◆ How to develop understanding from consumer data and uncovering precious insights from the information gathered

## KEY BENEFITS OF ATTENDING

- ✓ **UNDERSTAND** the importance of consumer insights and how consumer data can be turned into valuable and actionable insights to drive business strategies and growth
- ✓ **TRANSFORM** and integrate research and insights into strategic business plans to increase your market share and profitability
- ✓ **IDENTIFY** and understand new trends and changes in rapidly changing consumer demands. Know how consumers today think and behave and be prepared to meet their needs
- ✓ **USE** the power of consumer insights to develop effective marketing strategies that create greater competitive advantage and profitability
- ✓ **GAIN** a deeper understanding of your customers' decisions and motivation, and the many factors that influence them
- ✓ **IDENTIFY** new skills and methodologies for gaining consumer insights
- ✓ **LEARN** how to gain the best ROI from your marketing and market research activities
- ✓ **CREATE** more targeted marketing strategies and build more profitable relationships with consumers through your consumer insights
- ✓ **BE EQUIPPED** to build capabilities that can turn insights into commercial value
- ✓ **NETWORK** and learn from peers and the experts in market research, insights and marketing

## WHO SHOULD ATTEND

\* **Directors** \* **Vice Presidents** \* **General Managers**  
 \* **Managers** \* **Heads of Department**  
 with responsibilities in:

- ❖ **Consumer Market Research** ❖ **Consumer Insights**
- ❖ **Consumer and Retail Marketing** ❖ **Market Intelligence and Planning/Analysis** ❖ **Marketing Strategy** ❖ **Innovation and Product Development** ❖ **Product Branding** ❖ **Product Insight**
- ❖ **Consumer Behaviour** ❖ **Consumer and Market Profiling**
- ❖ **Customer Segmentation** ❖ **Product Management**
- ❖ **Strategic Planning and Business Development**
- ❖ **Brand Management** ❖ **Advertising and Media Research**

**FOR ENQUIRIES AND REGISTRATION: Fax (603) 2070 3369 or Call (603) 2070 3299**



# STANDING OUT FROM THE CROWD TO DRIVE BUSINESS GROWTH IN CONSUMER INSIGHTS

Winning the hearts of consumers makes a whole world of difference in today's fast-moving consumer market where consumers are spoilt with choices. Grabbing and retaining the attention of this new group of consumers is the key to gaining a competitive edge.

To this end, marketers today need to evaluate consumers' changing buying patterns to engage customers in innovative ways. They need to predict new trends and new concepts to anticipate consumers' needs and desires so as to be ready with new products and marketing ideas.

*Asia Business Forum* is pleased to present you with a 2-day Conference on **CONSUMER INSIGHTS** which delves into the crucial topic of consumer trends: What constitutes an insight and how companies can use such understandings to create actionable opportunities for marketing and brand development to deliver a real competitive edge. Hear from experts wide-ranging skills, from diverse methodologies of data collection right down to ways of utilising data. Indeed, this is a not-to-be missed conference if you wish to optimise business growth to bring your team to the next level.

## THIS CONFERENCE WILL ENABLE YOU TO:

- Engage your consumers and establish the true value of your consumer insights beyond data information and research findings. Develop critical strategies to extract valuable and sharper consumer insights from your data analysis for more precise targeting and better returns on your marketing investment. Learn ways to communicate and turn your data into actionable consumer insights that can be incorporated into your business and marketing strategy.
- Uniquely differentiate yourself by utilising consumer insights to guide marketing and merchandising decisions to drive branding. Grasp important insights to develop effective market segmentation so as to be equipped to respond accurately to the needs and preferences of the different segments to build customer loyalty and capture market share.
- Identify what you can do to be successful in the new era of insight delivery. Explore the different techniques and methodologies in enhancing your understanding of your customers and be able to effect innovative and competitively superior decision-making to enhance business growth and profits.
- Examine emerging targeting methodologies and a combination of insights to obtain a holistic view of your consumers. Discover how to spark fresh ideas that can be translated into your growth strategy to identify opportunities and new concepts that has greater "emotional resonance" with your consumers.

Join us for this excellent opportunity for an in-depth discussion on the critical issues and trends that affects and shapes the area of market research, consumer insights and marketing. Don't miss the chance to tap on valuable new ideas and practices and network with and learn from market leaders and experts. Take advantage of the early bird discount and register today!

**REGISTER TODAY FOR EARLY BIRD DISCOUNT AND GROUP DISCOUNT!**

Call us at (603) 2070 3299 or fax your registration to (603) 2070 3369 or

Email to [puvanes@abf-asia.com](mailto:puvanes@abf-asia.com) to register today

# REGISTRATION FORM

## CONSUMER INSIGHTS

17-18 December 2007

JW Marriott Hotel, Kuala Lumpur, Malaysia

- ☐ Yes! Please register the following delegate(s) for this Conference (**Please photocopy for more delegates**)
- ☐ I am unable to attend but please put me on your mailing list
- ☐ I am interested in Sponsorship/Exhibition Opportunities

Name:(Dr/Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name:(Dr/Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name:(Dr/Mr/Mrs/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Approving Manager: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Booking Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Company Web site: \_\_\_\_\_

## CONFERENCE VENUE AND ACCOMMODATION INFORMATION

JW Marriott Hotel, Kuala Lumpur, Malaysia

183 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

Tel:(603) 2715 9000 Fax:(603) 2715 7012

Website: [www.ytlhotels.com](http://www.ytlhotels.com)

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's Conference on "**Consumer Insights**". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that rooms are available on a first-come-first-served basis.

## INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

**IMPORTANT NOTICE:** Due to the provisions of the DIRECT SALES ACT 1993, the registration form herein shall only be used by body corporate. Since Asia Business Forum Sdn Bhd is unable to accept registration by mail from any individual, all individuals and applicants who are not body corporate and who wish to attend are requested to register themselves at Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia or call (603) 2070 3299 for registration procedure.

# 5 EASY WAYS TO REGISTER



Telephone: **(603) 2070 3299**



Fax: complete and send this registration form to: **(603) 2070 3369**



Mail: this completed form together with payment to:  
**Asia Business Forum Sdn Bhd**  
**Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia**



Email: **sheali.lim@abf-asia.com**



WEB: **<http://www.abf-asia.com>**

Your investment for attending this Conference is:

	<b>Regular Fee</b> (Payment after 16 November 2007)	<b>Early Bird Fee</b> (If payment & registration are received by 16 November 2007)
Conference Only	RM3,295	RM2,995

*The fee includes lunch, refreshments and conference documentation.*

**Note:** For payment by Local Order, early bird fee will only apply if the local order is executed and **payment fully released to us on or before the early bird deadline.**

**Group Discount:** Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

## PAYMENT METHODS

- ☐ Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM SDN BHD** and mail your payment together with this registration to **Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia**. Enclosed is our cheque/draft for RM \_\_\_\_\_

- ☐ **Credit Card (AMEX ONLY)** Please debit my Amex Card Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Card Holder's Name \_\_\_\_\_

Signature \_\_\_\_\_ Expiry Date \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**Important Notice:** Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment.

## CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less RM400 administration charge will be made for cancellation received in writing on or before **27 November 2007**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

## FOR OFFICIAL USE

FEE RECEIVED	ADMISSION FORM SENT <b>9465M/JU/LY</b>
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z EQ	