



# Advertising and Promotions

28-29 JANUARY 2008 @ MARINA MANDARIN HOTEL, SINGAPORE

Featuring **8** Practical Case Studies and Proven Strategies  
on How to Maximise the Returns from Advertising Campaigns:

- Hear how **Intel Technology Asia** effectively targeted and communicated its intended marketing message to prospective buyers at different buying stages
- Discover how **Sony Pictures Entertainment Networks Asia** developed and leveraged on "branded entertainment" to generate better advertising results in Asia
- Learn how **National Geographic Channel Asia & Fox International Channels Asia** successfully forged partnerships with media powerhouses to put across a winning integrated campaign
- Hear from **Leo Burnett** on how to seamlessly integrate strong ideas with new technologies and achieve the highest impact from your campaigns
- Gain invaluable insights from **MTV Networks Asia** on new business models in today's new media era to meet the demands of online users
- Examine how **Microsoft Digital Advertising Solutions** leveraged on different digital platforms to successfully engage and connect with its target consumers
- Understand how **Yahoo! Southeast Asia** maximised its brand buzz by understanding the evolving media consumption habits of today's consumers
- Find out how **DHL Asia Pacific** utilised a customer-focused approach to develop value-based and coherent marketing messages for its B2B products

## Plus Other Invaluable Insights Into How You Can

- Harness attractive marketing techniques to send messages to your intended audiences and develop creative communications to penetrate new target markets



SEPARATELY BOOKABLE!  
1-DAY POST-CONFERENCE WORKSHOP  
(30 January 2008\* Wednesday)

"Evaluation and Measurement for Marketing Communications: Tools and Techniques for  
Measuring the Results of Advertising, Sales Promotion, PR and Direct Marketing"  
Led by Ruth P. Stevens, *President, eMarketing Strategy, USA*

Hear Winning Tactics from Our Panel of  
Distinguished Corporate Speakers from:

### DHL Asia Pacific

Jacqueline Cheong, VP, Marketing Communications & Retail

### Intel Technology Asia

Sunita Venkataraman, Head Market Research and Strategic  
Marketing, Asia Pacific

### Microsoft Digital Advertising Solutions

Richard Huggins, Regional Sales Director, South East Asia

### MTV Networks Asia

Ian Stewart, Senior Vice President

### National Geographic Channel Asia & Fox International Channels Asia

Yvonne Tay, Director SEA – Advertising Sales and Partnerships

### Sony Pictures Entertainment Networks – Asia (AXN & Animax)

Gregory Ho, VP, Advertising Sales

### Yahoo! Southeast Asia

Bennett Porter, Head of Marketing

Acquire Ground-Breaking Ideas from A&P Experts Including:

### Active Channel

Todd Andrew Murray, CEO/Founder

### AdWOW!

George Heng, Managing Director

### Bates Asia

Peter Skalberg, CEO Singapore/Regional Director SEA

### eMarketing Strategy, USA

Ruth P. Stevens, President

### Leo Burnett, Hong Kong

Jeff Bradley, Operations Director and Regional Brand Director for P&G Asia Pacific

### Pinstorm

Geeta Sethi, Director APAC

### Pixel Media Asia, Hong Kong

Winky Chan, Managing Director

### Proximity

Simon Bond, Regional Director Asia Pacific

### Web Guru Asia, Malaysia

Jeff Zweig, Chief Guru, South East Asia

## DAY ONE

Monday ○ 28 January 2008

8.30 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**

**Jeff Bradley**  
*Operations Director and Regional Brand  
 Director for P&G Asia Pacific  
 Leo Burnett, Hong Kong*

9.15 **INTEGRATED MARKETING COMMUNICATIONS:  
 PLANNING MULTI-TOUCH CAMPAIGNS FOR  
 MAXIMUM EFFECT**

**CASE  
 STUDY**

The keys to achieving integrated marketing communications

- How multiple media work together for best results
- Analysis of each channel's strengths, weaknesses and best applications
- Two fail-safe approaches to planning integrated campaigns
- 3 case examples of successful integrated marketing



**Ruth P. Stevens**  
*President  
 eMarketing Strategy, USA*

10.00 **EFFECTIVELY HARNESSING THE POWER OF  
 TRADITIONAL MEDIA CHANNELS TO CREATE  
 BETTER ADVERTISING RESULTS IN ASIA**

- The emerging trend of branded entertainment
- The essentials to creating effective branded entertainment
- Creating unified advertising communication plans around branded entertainment
- Tracking the effectiveness of branded entertainment



**Gregory Ho**  
*VP, Advertising Sales  
 Sony Pictures Entertainment Networks  
 – Asia (AXN & Animax)*

10.45 MORNING REFRESHMENT

11.00 **PARTNERING WITH TODAY'S TOP MEDIA  
 POWERHOUSES**

**CASE  
 STUDY**

- Understanding your media options in a cluttered media universe
- Demystifying and exploiting the full potential of your brand partnerships
- Case studies: Successful integrated brand partnership campaigns



**Yvonne Tay**  
*Director SEA – Advertising Sales and  
 Partnerships  
 National Geographic Channel Asia & Fox  
 International Channels Asia*

11.45 **CAPTURING IMAGINATION THROUGH PROVEN  
 PROMOTION METHODS THAT HARNESS ON  
 TECHNOLOGY**

**CASE  
 STUDY**

- Utilising "Wildfire Brands" to examine how strong ideas merge with new technology to come up with better campaigns

- Understanding how the best non-invasive marketing solutions can redefine the communications landscape and grow business
- How to sear your brands into the public consciousness by maximising service & trust in today's new media world
- Developing a greater degree of adventure and creative intuition than before to create advertising messages that spread and sell
- How to move away from being just product peddlers instead to become idea incubators
- Case study: Wildfire Brands as presented at the Cannes Advertising Festival in France



**Jeff Bradley**  
*Operations Director and Regional Brand  
 Director for P&G Asia Pacific  
 Leo Burnett, Hong Kong*

12.30 LUNCH

1.45 **COMPLEMENTING THE SUITE OF TRADITIONAL  
 ADVERTISING AND PROMOTIONS MEDIUMS WITH  
 NEW DIGITAL MEDIA CHANNELS**

**CASE  
 STUDY**

- What new media channels have in store for marketers and how brands can best utilise them to connect to their audience
- How new business models can co-exist with new media
- How end user and content owners co-exist
- Methods to successfully quantify internet value and usage in traditional advertising media to support your branding efforts
- Ensuring online content works in tandem with your overall marketing campaign
- Case study: MTV Asia case – What works, what doesn't



**Ian Stewart**  
*Senior Vice President  
 MTV Networks Asia*

2.30 **OVERCOMING TODAY'S CHALLENGES IN  
 QUANTIFYING THE BENEFITS OF INCREASING  
 ONLINE ADVERTISING OVER THE TRADITIONAL  
 MEDIA**

- Quantifying the tangible benefits between traditional and new media channels
- Coming up with an ideal media mix consisting of new and traditional media channels
- Economies of scale to be reaped for choosing new forms of media



**Todd Andrew Murray**  
*CEO/Founder  
 Active Channel*

3.15 AFTERNOON REFRESHMENT

3.30 **STRATEGIES FOR INCORPORATING TRADITIONAL  
 AND NEW MEDIA CHANNELS TO BOOST SALES  
 AND STRENGTHEN YOUR BRAND**

- Exploring the benefits of cross-channel marketing in today's new age media era
- Determining the level of Internet use as part of the overall media mix to improve a brand's ROI
- Strategies to integrating both on and offline marketing key metrics to ensure proper tracking and accountability



**Peter Skalberg**  
*CEO Singapore/Regional Director SEA  
 Bates Asia*

## 4.15 DEVELOPING TARGETED ADVERTISING CAMPAIGNS FOR THE BUSINESS-TO-BUSINESS MARKET

- Re-branding by differentiating your product positioning
- Custom strategies in ensuring value-based and coherent marketing messages for your B-to-B product
- Utilising the customer-focused approach by reengineering key communications vehicles
- Selecting the right media that connects to the decision makers of your corporate buyers
- Key considerations in scheduling advertising campaigns



**Jacqueline Cheong**  
VP, Marketing Communications & Retail  
DHL Asia Pacific

5.00 END OF DAY ONE

## DAY TWO

Tuesday ○ 29 January 2008

8.30 MORNING COFFEE

## 9.00 CHAIRPERSON'S WELCOME AND OPENING ADDRESS



**Jeff Zweig**  
Chief Guru, South East Asia  
Web Guru Asia, Malaysia

## 9.15 SHARE OF MIND TO SHARE OF WALLET - INFLUENCING YOUR CUSTOMER AT EACH STAGE

CASE STUDY

- Understanding your product purchase cycle
- Recognising buyers' different needs during buying decision process
- Tactics for targeting and communicating with prospective buyers at different buying stage
- Strategies in utilising ATL/BTL activities to successfully target different stages of the purchase process
- Must know strategies in employing online media to better reach your target market
- Case study and examples



**Sunita Venkataraman**  
Head Market Research and Strategic Marketing,  
Asia Pacific  
Intel Technology Asia

## 10.00 LEVERAGING ON THE POWER OF WEB 2.0 TO ENHANCE CORPORATE BRANDING

- Current trends of digital advertising
- Why use Web 2.0?
- Challenges and pitfalls to avoid in utilising Web 2.0 to your advertising programmes
- Tracking the effectiveness of Web 2.0 to improve your ROI
- Web 3.0 – What the future holds in the advertising arena



**Jeff Zweig**  
Chief Guru, South East Asia  
Web Guru Asia, Malaysia

10.45 MORNING REFRESHMENT

## 11.15 THE RISE OF GENERATION C (CONSUMER-GENERATED CONTENT) – EMPOWERING ORDINARY PEOPLE TO BECOME MEDIA PRODUCERS THROUGH BLOGS AND SOCIAL NETWORKING SITES

Consumers are now more involved in controlling communications and messages delivery than ever before, thanks to the rise of digital media such as chat rooms, forums, instant messaging, blogs, and social networks which enables messages to spread faster and more exponentially than ever before. Digital media's capabilities to turbo charge the viral spread of information means that well planned and well executed connected marketing initiatives can help business messages reach the mass market in a way that would require a significant investment if left to the more traditional techniques.

Discover new ways of connecting with the target audience, in exchanges that provide meaningful conversational and marketing value, and be better equipped to building successful brands in the future.



**Simon Bond**  
Regional Director Asia Pacific  
Proximity

## 12.00 DEVELOPING SUCCESSFUL DIGITAL ADVERTISING TO BUILD POWERFUL BRANDING

- Ground breaking platforms to engage your audiences
- Understanding the advantages of digital advertising in terms of function versatility reach and returns
- Online advertising methods to connect with your target consumers across different digital platforms



**Richard Huggins**  
Regional Sales Director, South East Asia  
Microsoft Digital Advertising Solutions

12.45 LUNCH

## 2.15 360° MARKETING

- Learning the evolving media consumption habits of today's consumer
- Fusing online and offline activities to get a bigger bang for your marketing buck
- Leaving the heavy lifting to consumers by leveraging brand buzz



**Bennett Porter**  
Head of Marketing  
Yahoo! Southeast Asia

## 3.00 BEST PRACTICE IN MEASURING DIGITAL ADS EFFECTIVENESS AND ITS LINK TO BUILDING BETTER BRAND AWARENESS

- Understanding the development, segmentation and behavioral targeting guidelines
- Creating digital ad measurement and improvement programmes
- Understanding what can and can't be measured in online advertising
- Identifying the key metrics required to achieve your marketing objectives





**Winky Chan**  
Managing Director  
Pixel Media Asia, Hong Kong

3.45 AFTERNOON REFRESHMENT

4.15 **DEVELOPING EFFECTIVE ADVERTISING AND PROMOTIONS ACTIVITIES THROUGH CREATIVE STRATEGIES**

CASE STUDY

- Understanding the fundamentals for creative advertising and promotions
- Identifying ways to penetrate the market through creative communications.
- Understanding consumer's perspectives and desires
- Case study: Maximising marketing impact with effective and creative brand communication



**George Heng**  
Managing Director  
AdWOW!

4.15 **SEARCH MARKETING: THE NEW KEYWORD**

- What is search engine marketing?
- Why search engine marketing is an important channel for marketers?
- Customer segmentation based on search intent
- Communication strategy based on search intent
- Tracking website visitor behavior
- Tracking ROI delivered by search campaigns effective and creative brand communication



**Geeta Sethi**  
Director APAC  
Pinstorm

5.00 **END OF CONFERENCE**

### KEY BENEFITS OF ATTENDING

- ✓ UNDERSTAND** your product purchase cycles to better target and communicate with prospective buyers at different buying stages
- ✓ EVALUATE** the effectiveness of the vast array of digital media channels to put forth better campaigns
- ✓ PARTNER** with media power houses including print, TV and radio to put across an integrated campaign
- ✓ QUANTIFY** benefits of online advertising over traditional media to strategise a dynamic campaign
- ✓ LEVERAGE** on an advertising budget strategy that will bring you a healthy ROI
- ✓ USE** online and offline metrics to enhance, track and justify the performance of your Advertising and Promotion campaigns

### WHO SHOULD ATTEND

Managing Directors, Vice Presidents, General Managers and Senior Executives from all industries and FMCGs including IT & Telecoms, Banking and Finance, Oil & Gas, Insurance, Automotive, Pharmaceuticals and Public Bodies with responsibilities in marketing, branding, advertising & promotions

This conference will be especially beneficial to:

- Advertising and Promotions Managers
- Promotions and Sales Managers
- Instore Promotions Managers
- Marketing Planning Managers
- Marketing Communications Managers
- Product Development Managers
- Brand Managers
- Business Development Managers
- Direct Marketing Managers
- Database Marketing Managers

As well as:

- Professionals and Senior Executives from Media
- TV
- Radio Stations
- Advertising Agencies
- Brand and Marketing Consultants
- PR Houses
- Account Servicing

SEPARATELY BOOKABLE!

## 1-DAY POST-CONFERENCE WORKSHOP

30 January 2008 \* Wednesday

### "Evaluation and Measurement for Marketing Communications: Tools and Techniques for Measuring the Results of Advertising, Sales Promotion, PR and Direct Marketing"

Led by Ruth P. Stevens, President, eMarketing Strategy, USA

### WORKSHOP OBJECTIVES AND OUTLINES

Learn how you can effectively assess the performance of your Advertising and Promotions campaigns!

#### Workshop Objectives:

This workshop reviews the methods available to marketing communicators to measure and analyse the results of their efforts. It explains the purpose of measurement, its challenges and barriers, covering simple and highly complex tools and techniques to explain how each is best applied to various media, marketing tactics and business situations.

You will learn:

- How to select the optimal measurement strategy for your marketing programmes.
- The most effective tools for measuring the results of advertising, promotions, PR and direct response, through key media channels like broadcast, print, mail, internet, and events.
- How to evaluate the effectiveness of integrated campaigns.

The workshop will include lectures, discussions, case studies and group activities.

#### Session 1: Strategic Approaches to Measurement

- Why measurement is essential in marketing communications
- The measurement toolkit
- Planning and budgeting for measurement

#### Session 2: Measurement for Advertising and Public Relations

- Selecting the right metrics and tools for the job
- Successful case studies
- The 5 pitfalls to avoid in setting up your measurement standards

#### Session 3: Measurement of Direct Response and Sales Promotions

- Measurement secrets of direct response marketers
- Case critique: Where did they do wrong?
- Strategies for connecting your outbound communications with inbound response

#### Session 4: Evaluation and Measurement for Integrated Marketing Communications

- What objectives drive the metrics plan
- 7 techniques for closing the marketing loop
- The "black box" of market mix modeling

### ABOUT THE WORKSHOP LEADER



**Ruth P. Stevens** is a visiting professor of marketing for the spring 2008 term at Singapore Management University. Based in New York, Ruth consults on customer acquisition and retention, specialising in business-to-business marketing strategy and sales lead generation programmes. She also teaches marketing to graduate students at Columbia Business School. She is a director of Edmund Optics, Inc. and is a member of the advisory board of the Sales Lead Management Association. The author of two business books: The DMA Lead Generation Handbook, and Trade Show and Event Marketing, she writes regularly on B-to-B marketing for DIRECT magazine (www.directmag.com) and is a monthly columnist for I.M. Press, a Japanese marketing magazine, on "What's New in Internet Marketing." She has held senior marketing positions at Time Warner, Ziff-Davis, and IBM and holds an MBA from Columbia University.

### WORKSHOP TIMETABLE

Registration starts at 8.30am; Workshop commences at 9:00am and concludes at 5.00pm. Workshop materials, lunch and refreshments will be provided.

# PROVEN ADVERTISING AND PROMOTIONAL STRATEGIES TO BUILD BRAND AWARENESS THAT DELIVERS MEASURABLE RESULTS!

'It would be easy to say that the sheer pace of this (media) revolution is too fast ... we can see both here and around the world the price you pay for taking what looks like the safe option.'

In today's global marketplace, corporate and retail consumers are constantly bombarded with a multitude of marketing messages for every imaginable product, promoted through a myriad of traditional, large scale promotions and an ever increasing array of digital media.

To stand out, companies are pouring millions of advertising dollars to dazzle but at the same time, confuse consumers to the extent of giving them a daily dose of information overload, and little in justifying returns on investments of their advertising dollars.

As such, in order to achieve success in your A&P campaigns, you need to know your target consumers and understand their needs and interests so as to be able to convey your message to them and effectively optimise traditional media as well as complementing it with emerging new digital media channels using different media avenues.

To be effective in your A&P and marketing campaigns, not only must you be able to put across your message to your targeted audience but you must be able to cut through the clutter to captivate their attention and capture the hearts of your audience as well as use a budget strategy that gives you a healthy ROI. Hear and learn how leading organisations overcome these challenges and how they have succeeded in harnessing the power of traditional media such as popular TV channels, partnered with media powerhouses to put across an integrated campaign or leverage on successful promotional methods of advertising bigwigs as new media channels flourish.

Asia Business Forum is once again pleased to present **ADVERTISING AND PROMOTIONS 2008**, an exceptional 2-day Conference that will feature a cross industry feast of real life best practice presentations from Advertising and Promotions practitioners from 8 MNCs and a select group of digital marketing and branding specialists who will reveal proven strategies and share best practice and ideas with you. You will also gain valuable insights and information on emerging trends and innovative advertising and promotional strategies to inspire and motivate your target audience to sit up and buy your products!

## TO NAME SOME OF OUR DISTINGUISHED SPEAKERS FROM THE PANEL AND THEIR PRESENTATIONS INCLUDING:

- ✓ **Richard Huggins, Microsoft Digital Advertising Solutions' Regional Sales Director SEA**, who is responsible for providing strategic counsel and management of the sales team for MDAS across Southeast Asia. He will share with delegates on how to build powerful and lasting branding that translates to purchases through diverse digital advertising platforms.
- ✓ **Ian Stewart, MTV Networks Asia's Senior Vice President** who has in depth knowledge and experience in market research and consumer strategic planning, will illustrate what works and what doesn't in quantifying the internet value and usage in traditional advertising media to support the branding exercise.
- ✓ **Gregory Ho, Sony Pictures Entertainment Networks Asia's VP of Advertising Sales**, who has over 15 years of broadcasting experience spanning marketing, advertising sales, sales services, business development and distribution; will show delegates how to create a unified advertising communication campaign for "branded entertainment" to enhance advertising results.
- ✓ **Simon Bond, Proximity's Regional Director Asia Pacific**, who has accumulated years of experience in the advertising industry across Europe, Middle East, North Africa, and Asia; will share how digital media such as chat rooms, forums, instant messaging, blogs, and social networks are the new channels for you to find a direct connection with your target audience.
- ✓ **Peter Skalberg, Bates Asia's CEO Singapore/Regional Director SEA**, who currently oversees global advertising for Heineken; will present on how to best integrate a cross-channel marketing exercise in the multi-media environment.
- ✓ **Jeff Bradley, Leo Burnett Hong Kong's Operations Director and Regional Brand Director for P&G Asia Pacific** who has more than 16 years experience in the advertising industry in 6 countries; will introduce the "Wildfire Brands" concept to delegates as presented at the Cannes Advertising Festival in France – one of the world's top gathering of advertising and marketing festivals to help you effectively capture your intended audience.
- ✓ And also other senior and qualified speakers.



**PLUS SEPARATELY BOOKABLE! 1-DAY POST-CONFERENCE WORKSHOP (30 January 2008\* Wednesday)**

**"Evaluation and Measurement for Marketing Communications: Tools and Techniques for Measuring the Results of Advertising, Sales Promotion, PR and Direct Marketing"**

Led by **Ruth P. Stevens, President, eMarketing Strategy, USA**

**DO NOT MISS THIS UNIQUE OPPORTUNITY TO LEARN AND SHARE IDEAS AND EXPERIENCES WITH A&P AND MARKETING PROFESSIONALS**

**REGISTER EARLY TO ENJOY EARLY BIRD SAVINGS & GROUP DISCOUNTS! SIGN UP TODAY TO RESERVE YOUR PLACE!**  
Call (65) 6536 8676 or Fax (65) 6536 4356 or email to [marcy.chong@abf.com.sg](mailto:marcy.chong@abf.com.sg)

