

16<sup>th</sup>

**BRANDfest**™

2019

# BUILDING FUTURE MARKETEERS

**24-25**  
APRIL 2019

CONNEXION@THE VERTICAL  
BANGSAR SOUTH

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# BUILDING FUTURE MARKETEERS

For the next two days, join 23 of the region's top branding experts who will share their know-how and experience with you for the benefit of your business and brand portfolio.

The 16th instalment of the Brandfest conference will deliver rich **Ideas, Insights** and **Information** to inspire you and your team. Unlock the potential of your brand portfolio and craft better brand marketing and business development plans for 2019 and 2020!

## WHAT IS BRANDFEST?

The Brandfest is an annual conference designed for C-Suites, brand custodians, marketers and business professionals, keeping them up-to-date with Ideas, Insights and Information from the brand management and strategic marketing function.

Brandfest was conceived with the intention of expanding the capabilities of brand custodians and marketers who are required to add value to their brand and business plan and deliver excellent brand marketing results.

## WHO SHOULD ATTEND?

The 16th Brandfest is designed for anybody involved in managing and steering the branding and marketing of their business or product from all industries.

## WHY ATTEND?

Every year, the Brandfest is committed to deliver informative, fresh ideas and insights. This year, we are dedicating a special segment for e-commerce, opening up our speakers to a "Ask Me Anything" session and giving you ten "Aha moments" for your brand throughout the event. Other key sessions during the Brandfest include:

- Knowing how buyers in Malaysia have transited from GST to SST
- Increasing e-commerce effectiveness with ideas from best practices
- Using brand conversations for e-commerce product planning
- Ways to strategize your plans within a changing media scene
- How to deliver brand strategy over multiple mediums

# BUILDING FUTURE MARKETEERS

## THIS YEAR'S TOPICS

- GST to Tax Holiday to SST – A Deep Dive
- Data Storytelling for Brands
- Winning with Unique Campaigns
- Media Direction Malaysia
- Digital Marketing, Data and Technology
- Just Ask the Practitioners
- Everybody Loves to Eat!
- Blended Brand Communications
- Petronas the Pioneer Storyteller

### E-Commerce for Brands

- E-Commerce Best Practices
- E-Commerce Marketplace vs Brand.com
- Just ask the E-Commerce Practitioners!
- Social Whispers and E-Commerce Planning

### Useful Insights to Grow Your Brands

- Powering Brands through Relevant Purpose in Malaysia
- Prioritising Spend and maximising ROI through Various Touchpoints
- Reset the Customer's Journey: Closing the Expectation-Experience Gap
- The Power of Neuroscience: Decoding what Connects
- Getting Gender Right: Dispelling Stereotypes for Brand Engagement

- 8.00 am **REGISTRATION**
- 9.00 am Welcome Address by Chair – Andreas Vogiatzakis, CEO, Havas Media Group Malaysia
- 9.15 am **Session 1: GST TO TAX HOLIDAY TO SST – A DEEP DIVE**  
**Impact, Implications and Decisions of Malaysia's Tax Regime Transition onto Consumers, Brands and Business**
- James Graham, Strategic Growth Director – Asia, Kantar
- Though time has passed, and while consumers and brands may have adjusted to the shift from GST to Tax Holiday to the SST, appreciating its impact upon buying behaviour and related trends is a must for every marketer. This data-supported presentation will share what changed during this time frame, its impact on consumers and brands and recommendations for brands moving forward.
- 10.00 am **Session 2: DATA STORYTELLING FOR BRANDS**  
**Voice of Data: Stories**
- Dheeraj Raina, Managing Director, Mindshare Malaysia
- Data has become a permanent insertion in every brand marketing presentation. However, as boring as data may be, it can also unearth many compelling insights if conveyed properly. This case-rich presentation shares how you can use powerful and engaging stories to communicate key insights and strategies derived from data. Let's give voice to our data through stories. Without them, data is mute!
- 10.45 am **COFFEE BREAK**
- Session 3:**  
**USEFUL INSIGHTS TO GROW YOUR BRANDS**
- Presenting three sessions that will unveil the latest insights to craft winning strategies. Based on the appreciation of the evolving consumer psyche and the impact of socio-cultural influences in Malaysia.
- 11.15 am **Session 3.1: POWERING BRANDS THROUGH RELEVANT PURPOSE IN MALAYSIA**
- Kelvin Kiran Anthony, Social Media Analyst, Kantar
- In a world of more conscious consumption, the role of brands has changed from 'a positive impact in people's lives' to 'a positive impact in people's live and the world they live in'. This session delves into the social issues that matter to Malaysians and the role they believe brands should play within this complex environment.
- 11.30 am **Session 3.2: PRIORITISING SPEND AND MAXIMISING ROI THROUGH VARIOUS TOUCHPOINTS**
- Divya Singh, Senior Consultant, Kantar
- Marketing investment is often wasted on ineffective touchpoints. This session explores the need to gain holistic view of a brand's performance across all touchpoints and its impact on brand equity to help marketers prioritise spend and maximise ROI.
- 11.45 am **Session 3.3: RESET THE CUSTOMER'S JOURNEY: CLOSING THE EXPECTATION-EXPERIENCE GAP**
- Nithi Kumar, Client Partner, Kantar
- 91% of CEOs believe customer-centricity is essential to driving business growth. However, only 30% of customers rate their brands as truly customer-centric. This session will unveil how brands can close the expectation - experience gap, and create memorable moments that reinforce brand choices.

12.00 pm

**Session 4: PETRONAS THE PIONEER STORYTELLER**  
**The Inside Story Behind the Heart-Tugging Memorable Campaigns of Petronas**

Zahariah Abdul Rahman, Senior General Manager, Group Strategic Communications Division, Petronas

Every year, Malaysians have their heart strings tugged by the emotional campaigns launched by Petronas. This presentation shares the inside story behind what instigated the campaigns, the rationale behind each creative approach, why storytelling is key, and the key lessons learnt along the way.

12.45 pm

**LUNCH**

1.45 pm

**Session 5: E-COMMERCE BEST PRACTICES**  
**Case Study: Lessons to Emulate from the Best E-Commerce Stores and Brands**

Jeremy Chew, Head of Content Marketing, iPrice Group Malaysia

A brand's success (or failure) in the e-commerce space can be fuelled by a variety of reasons. This case-rich presentation will share with you an overview of the e-commerce business in Malaysia, and the valuable lessons that your brand can emulate from the experiences of the more successful e-commerce stores and brands.

2.30 pm

**Session 6: E-COMMERCE MARKETPLACE VS BRAND.COM**  
**Challenges and Opportunities between Brand Marketing via Marketplace and a Standalone Site**

Zed Li, Entrepreneur-in-Residence, Shopee Malaysia and Singapore

Brand.com seems a like obvious strategy for brand-building and online sales. Yet brands are now diverting scarce resources into e-commerce marketplaces, either as a parallel effort or as their first step into e-commerce. This case-supported presentation lays out the considerations and challenges behind each strategy, and leaves you with insights on how to pick the best solution for your brand.

3.15 pm

**TEA BREAK**

3.45 pm

**Session 7:**  
**JUST ASK THE E-COMMERCE PRACTITIONERS**

We invite you to "Just Ask" the experienced e-commerce practitioners who will furnish workable solutions to your brand marketing challenges in the e-commerce space – from insights to brand building to supply chain management to pricing to communications.

Pile up your questions, post them real-time and receive practical ideas, tips and solutions from our panel.

4.15 pm

**Session 8: SOCIAL WHISPERS AND E-COMMERCE PLANNING**  
**Whispers in Cyberspace: Insights and Trends from Social Chatter for Effective E-Commerce Product Planning**

Kishan S., Founder, ThinkSocial Asia, Singapore

Brands today need to be proactive in monitoring social chatter. Knowing what your consumers are saying about your product will give you an insight on trends and future needs that will help you stay ahead of the curve. The question is how do you go about it? This case-supported presentation will share with you how you can monitor social chatter around user and brand conversations, glean some valuable insights and plan your e-commerce product mix.

5.00 pm

**DAY 1 ENDS**

8.00 am

**REGISTRATION**

9.00 am

Welcome Address by Chair – Andreas Vogiatzakis,  
CEO, Havas Media Group Malaysia

9.15 am

**Session 1: WINNING WITH UNIQUE CAMPAIGNS****The Art of Crafting Bold Off-Beat Campaigns that Tickle Consumers and Bother the Competition**

Cheong May Yeen, Senior Brand Manager, Etika

From Calpis to Goodday to Wonda – these and other brands in Etika's stable often delight Malaysian consumers and bother the competition with their brand of distinctive campaigns. This case-rich and inspiring presentation will demonstrate why and how brand builders must be bold when crafting their campaigns if they wish for their brand's voice to be heard above the competition.

10.00 am

**Session 2: MEDIA DIRECTION MALAYSIA****Moving Forward: Managing Brands and Consumers in a Fast Shifting Media Landscape**

Yong Shel Vei, Director, Omnicom Media Group / Annalect Malaysia

Devices rule! The consumption of digital content is increasing rapidly and digital media is growing. Will traditional media still have a fighting chance? This presentation will explore the state of Malaysia's current media landscape, trends in media investment and consumption and future considerations for your brand moving forward.

10.45 am

**COFFEE BREAK****Session 3:****USEFUL INSIGHTS TO GROW YOUR BRANDS**

Presenting three sessions that will unveil the latest insights to craft winning strategies. Based on the appreciation of the evolving consumer psyche and the impact of socio-cultural influences in Malaysia.

11.15 am

**Session 3.1: THE POWER OF NEUROSCIENCE: DECODING WHAT CONNECTS**

Ian Kwan, Managing Director, Kantar

How do you ensure that your creatives stand out in an increasingly cluttered world and connect with an audience with a ten-second attention span? By leveraging on neuroscience! This session will showcase how technology can reveal the unstated emotional responses and how engineered ads can deliver the desired outcomes.

11.30 am

**Session 3.2: GETTING GENDER RIGHT: DISPELLING STEREOTYPES FOR BRAND ENGAGEMENT**

Suzanne Huang, Director, Kantar

With the growing movement around fighting gender stereotyping, brands also need to be aware on how they portray gender roles in their marketing campaigns. To get this delicate subject right, this session traces back to the basics of understanding how marketing to the genders has evolved over time. We also explore the result of the changing gender roles and expectations and what that means for brands today.

11.45 am

**Session 4: DIGITAL MARKETING, DATA AND TECHNOLOGY****Noteworthy Updates from the Space of Social, O2O Data Analytics, MarTech and Implications for Brands**

Jan Wong and Daryll Tan, Online and Digital Consultants, OpenMinds Resources

This case-supported presentation will unveil the critical updates from the space of social media, O2O data analytics and marketing technology. These changes can disrupt the best marketing plans and brand builders must heed their impact and act fast!

12.45 pm

**Session 5: JUST ASK THE PRACTITIONERS!****Panellists :**

Faye Yong, Marketing Innovation Director, Vinda Group SEA  
 Mohan Alagappar, GM, GBA Corporation, Malaysia  
 Stanley Clement, Managing Director, Reprise Digital, Malaysia

**Synopsis:**

We invite you to “Just Ask” the panel of experienced practitioners who will furnish workable solutions to your brand marketing challenges - from insights to brand strategy, brand communications to marketing strategy, marketing operations and more! Pile-up your questions, post them real-time and receive practical ideas, tips and solutions from our panel.

1.15 pm

**LUNCH**

2.15 pm

**Session 6: EVERYBODY LOVES TO EAT****Using Food as a Powerful Bridge between your Brand and your Customers? But How?**

Mohd Adly Rizal, Founder and CEO, FriedChillies Media

Food has the unique ability to break barriers. Malaysians of all walks of life socialize around food, and we celebrate everything with food. So how can a brand leverage on the power of food to elevate brand affinity? This prescriptive presentation will offer ideas to various types of product categories and sectors on the better ways for using food to elevate brand affinity, and image.

3.00 pm

**Session 7: COMMUNITIES AND CROWDSOURCING****Waze: Uniting a Community of People Who Share a Passionate Commitment Around a Common Purpose**

Krishna Kumar, APAC Regional Manager, Waze

Every month, Wazers submit over 12 million reports, making it the world’s leading community-based navigation app. In Malaysia, 6 million users connect to Waze, allowing it to understand the context of every drive, from the traffic condition, to time of day or stores drivers pass along the way. The presentation will share how Waze can help move people to you to turn your location into a destination!

3.45 pm

**TEA BREAK**

4.15 pm

**Session 8: BLENDED BRAND COMMUNICATIONS****Putting it all Together: Juggling Multiple Disciplines and Mediums whilst Ensuring the Coordinated Delivery of the One Brand Strategy**

Ramakrishnan C. N., Partner, Entropia Malaysia

Today's brand builder must be a master synthesizer of multiple specialities and have the ability to deliver a brand strategy using an integrated data-led thinking to the consumer. This case-supported presentation will explain how to deliver in a coordinated manner, a single-minded strategy to the consumer in an era of multi-platforms and multiple media.

5.00 pm

**END OF BRANDFEST 2019**

In addition and in between for 2 days: **Ten Bite-Sized Capsules with Ideas and Insights!**

“Ikigai” and “Aha” Moments of Successful Brand Builders and Brands

Bharat Avalani, Chief Knowledge Officer, Connectingthedots Consultancy

Have you discovered you or your brand’s “Ikigai” or reason for being? How about the “Aha” moments experienced by you, or your brand? An Ikigai or Aha moment can be instigated by a potent insight, or a memorable experience. Big wins follow fast when these insights take centre-stage in brand and business plans.

Bharat’s 60-second capsules will unveil a slew of inspiring Ikigai and Aha moments experienced by people and brands. From consumer insights to customer service, market development to innovation. Deliver the potential to add more value to your brand and business plans.

# REGISTRATION FORM

Please complete this form and email to [events@bfm.my](mailto:events@bfm.my) for manual processing.

## REGISTRATION FEES PER DELEGATE (Please tick one box only)

REGULAR TICKET  
RM1,780.00

EARLY BIRD (UNTIL MARCH 20)  
RM1,580.00

GROUP TICKET (3 OR MORE)  
RM1,480.00

RETURNING BRANDFEST DELEGATES  
RM1,250.00

Ticket prices are EXCLUSIVE of 6% SST • HRDF Claimable • Tickets are NON-REFUNDABLE

## DELEGATE INFORMATION (Please type OR write in block letters)

1. Name : \_\_\_\_\_ Mobile : \_\_\_\_\_  
Position : \_\_\_\_\_ Email : \_\_\_\_\_  
2. Name : \_\_\_\_\_ Mobile : \_\_\_\_\_  
Position : \_\_\_\_\_ Email : \_\_\_\_\_  
3. Name : \_\_\_\_\_ Mobile : \_\_\_\_\_  
Position : \_\_\_\_\_ Email : \_\_\_\_\_

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

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

Postcode : \_\_\_\_\_

Contact Person : \_\_\_\_\_ Position : \_\_\_\_\_

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

Payment Method (Please tick one box only) :

BANK TRANSFER

CHEQUE

Full payment is required prior to the event • Confirmation of participation will only be made AFTER full payment is made prior to the event  
• We reserve the right to refuse admission if payment is not received on time.

## ADMISSION DETAILS

**BFM BRANDFEST 2019**

**TIME** : 9.00 am – 5.00 pm (Registration starts at 8.00 am)

**DATE** : 24–25 April 2019 (Wednesday and Thursday)

**VENUE** : Connexion@The Vertical, Bangsar South, Summit 1 Ballroom,  
Level M1, No. 8, Jalan Kerinchi, Bangsar South, Kuala Lumpur 59200.

Fee includes admission to the BFM Brandfest 2019 event, access to materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

### FOR ENQUIRIES & GROUP REGISTRATION, PLEASE CONTACT :

Wayn Shaun | Tel : +6012-347 6138 | Email : [events@bfm.my](mailto:events@bfm.my)

## TERMS & CONDITIONS

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd.

1. Payment Terms: Following completion and return of the registration form, full payment is required within 30 working days from receipt of invoice. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.
2. Cancellation / Substitution: Provided the total fee has been paid, substitutions are allowed 10 working days before BFM Brandfest 2019 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM Media Sdn Bhd. By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM Media Sdn Bhd will not be able to mitigate its losses for any less than 100% of the total contract value. If for any reason beyond its

control, BFM Media Sdn Bhd decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client.

3. Copyright etc: All intellectual property rights in all materials produced or distributed by BFM Media Sdn Bhd in connection with this event are expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
4. Important note: While every reasonable effort will be made to adhere to the advertised package, BFM Media Sdn Bhd reserves the right to change event dates, sites or location or alter the content and timing of the programme or the speakers without penalty and in such situations, no refunds shall be made. In the event that BFM Media Sdn Bhd

permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at other products or services of BFM Media Sdn Bhd.

5. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts. However, only BFM Media Sdn Bhd is entitled to waive this right and submit to the jurisdiction of the courts in where the Client's office is located.