



# How to Reach Out to Your Future Customers?

## Latest Branding and Marketing Strategies at MarketingPulse

20 March 2019

Hong Kong Convention and Exhibition Centre

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Join the **MarketingPulse** conference to hear the branding and marketing insights shared by 40+ international speakers, to network with 1,200 marketers and brand in Asia, and to capture the business opportunities in the region.

## Inspiring Sharing by 40+ International Brands



**Ms Bozoma Saint John**

- Chief Marketing Officer, **Endeavor** ENDEAVOR
- Former Chief Brand Officer, **Uber**
- Former Head of Global Consumer Marketing, **iTunes & Apple Music**
- Former Head of Music & Entertainment Marketing, **PepsiCo**

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**Mr Jonathan Mildenhall**

- Co-Founder & CEO, **TwentyFirstCenturyBrand**
- Former Chief Marketing Officer, **Airbnb**
- Former Vice President of Global Advertising Strategy and Creative Excellence, **The Coca-Cola Company**



**Dr Marcelo Pascoa**  
Head of Global Brand Marketing,  
**Burger King**



**Mr Keiei Sho Cordeiro Grant**  
Executive Officer,  
General Manager of  
Overseas Business Division  
**Calbee, Inc.**

**Calbee**



### Other Speakers from



[More Details](#)

## Practical Digital Marketing Workshop



**Screen Integration Marketing: The Winning Formula for Tapping into China Market**



**How Augmented Intelligence (A.I.) Assist Influencer Marketing Campaign Management and Amplify the Brand**



**Market You and Your Business**



**The Power of Data: A Digital Marketing Formula – Mapping Out How to Win in China**



**How to win on Video and Searching Engine Marketing**

## Key Discussion Topics

- ▶ Branding Strategies
- ▶ Award-winning ad / marketing campaigns
- ▶ Brand Purpose and Social Value
- ▶ China Gen Z
- ▶ Influencer Marketing
- ▶ Search Engine Marketing and Optimization Trends
- ▶ Data-Driven Marketing
- ▶ Application of AI/Blockchain
- ▶ E-Sports Marketing

[programme](#)



### Exhibition and Business Matching

Around 35 companies specialising in digital marketing strategies, ad-tech / mar-tech solutions, video production, e-commerce, event management solutions and PR strategies will offer bespoke solutions.

### Cheers!

Enjoy and exchange with 1,200 marketers and brands in Asia and to capture the business opportunities in the region.



## Special 40% Off for CMAHK Members!

**Promo Code: KCM03Q4P**

**Full Day Programme:**

USD 250 / HKD 1,950 **> USD 150 / HKD 1,170**

[Register HERE](#)

## Enquiries

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