

Latest Branding and Marketing Strategies at **MarketingPulse** 20 March 2019

Hong Kong Convention and Exhibition Centre

Register HERE



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 Vice President of Global Advertising Strategy and

Co-Founder & CEO, TwentyFirstCenturyBrand

Creative Excellence, The Coca-Cola Company

Former Chief Marketing Officer, Airbnb

Former Head of Music & Entertainment Marketing, PepsiCo

Mr Jonathan Mildenhall



Dr Marcelo Pascoa Head of Global Brand Marketing, Burger King



Cordeiro Grant Executive Officer, General Manager of Overseas Business Division Calbee, Inc. Calbee

Mr Keiei Sho





Other Speakers from







LIVELY









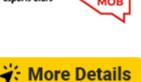
NAWIN





TODST











# **Practical Digital Marketing Workshop**



China Market **Linked** in



How Augmented Intelligence (A.I.)

Assist Influencer Marketing Campaign

Management and Amplify the Brand

cloudbreakr



Market You and Your Business





Marketing Formula - Mapping Out

The Power of Data: A Digital

How to Win in China

## **Search Engine Marketing** 🖊 Award-winning ad / and Optimization Trends marketing campaigns

**Key Discussion Topics** 

🖊 Brand Purpose and **Social Value** 

Branding Strategies

- 🍠 China Gen Z
- **Data-Driven Marketing** Application of AI/Blockchain

📕 Influencer Marketing

- **E-Sports Marketing** programme
- **Exhibition and Business Matching**

offer bespoke solutions.



Around 35 companies specialising in digital marketing strategies, ad-tech / mar-tech

solutions, video production, e-commerce, event management solutions and PR strategies will

Promo Code: KCM03Q4P **Full Day Programme:** USD 250 / HKD 1,950 > USD 150 / HKD 1,170

**Special 40% Off for CMAHK Members!** 

Mr Kevin Chan (852) 2584 4578 kevin.tc.chan@hktdc.org

#MarketingPulse

Organised by:

**Enquiries** 

Register HERE

www.marketingpulse.com.hk

www.marketingpulse.com.hk





Asia's Largest Entertainment Market Hong Kong International Film & TV Market (FILMART) 香港國際影視展

Supporting Organisers:







香港互動市務商會



Linked in

arketing

Community



Media Partners:

campaign











lnside(R)etail

