

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

# MARKETING

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## Creating Personal Connections in the Age of Data

How are brands accelerating performance through data insights in  
an omni-channel world?

Discussion paper and agenda  
Tuesday 16 October 2018

FLUTES@NATIONAL MUSEUM  
93 STAMFORD ROAD  
THE NATIONAL MUSEUM OF SINGAPORE  
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Marketing Roundtables: Because it's important to share opinions

### Agenda

12:00pm – Arrival of discussants, networking

12.25pm - Welcome from Soren Beaulieu, Publisher of *Marketing* magazine

12:30pm – Round the table participant introductions

12:35pm – Commencement of discussion over lunch

2:30pm – End of lunch and networking

**Discussion points**

*The following points are good indicators of what will be discussed over the luncheon. However, we are not restricted to these – constructive and spontaneous discussions are welcome.*

### **Harnessing Chaos**

1. In today's complex, omni-channel environment, what challenges do you face delivering seamless and personalised messages across all channels?
2. How are you maximising consumer identity and profile management to deliver real-time actionable insights?
3. How are you capturing a solid foundation of data to build from, to develop insights which turn into improved experiences for customers?
4. What data do you hold, and what data do you need to gather from third parties/external sources?

### **Creating a Personal Connection**

1. Digital marketing makes it easy for companies to deliver tailored communications but often brands struggle to deliver truly personalised experiences. Your thoughts?
2. In general, how do customers experience these personalised engagements, and how successful do you think brands are at delivering genuinely valued customer experiences in the Asia market?
3. Can we leverage a comprehensive view of the customer's brand experience, with a complete history across all touch points? And what can we do with the data?
4. How successful are organisations these days at managing and orchestrating content as a single entity across their brands and channels?

### **Future trends and debunking buzz words**

1. In addition to technology that empowers consumers, intelligent systems that will enhance our lives, and the continued blurring of digital and physical mediums, what other trends are you looking out for?
2. As a marketer, how are you assessing the impact that new technologies and trends have on consumer behaviour? How does it manifest itself in your marketing practices?
3. Do you think marketers are sometimes guilty of adopting trends too quickly, and perhaps going with style over substance? Do we sometimes get distracted with the 'shiniest new toy'?

### **Focusing on growth and retention**

1. You're under pressure to deliver quantifiable competitive advantage to your business by acquiring valuable clients, while also ensuring their loyalty long term. How are you balancing both short term and long term strategies?
2. How are you identifying and targeting clients who will be the most valuable to your brand?
3. Are you seeing an uplift in loyalty and a corresponding improvement in ROI in cross selling and increased client value?
4. How should we be tracking and assessing ROI?

All discussants and highlights of the discussion will be featured in a subsequent print edition of *Marketing Magazine*. Of course, all off-the-record, sensitive, and confidential information will not be published.

To have an idea of how you will be featured, here's a past article for your reference:

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**MARKETING ROUNDTABLE SERIES: AMPLIFYING DIGITAL EFFECTIVENESS**

There is no argument that digital is here to stay. Savvy marketers have to look ahead at how digital is evolving and how it can be used in tandem with traditional media to reap its full benefits. How are social media platforms currently being utilized and what role does mobile play in enhancing a customer's experience? Also, how is traditional media complementing digital in the whole process? Rayana Pandey, editor of *Marketing Magazine* sat down with some Singapore's top marketers to find out.

**Date:** Wednesday, 17 October, 2012

**Venue:** Suite at 7.7, Mohamed Sultan Road

**Sponsor:**

## MAKING DIGITAL WORK HARD



**Rayana, Marketing:** Thank you everyone for making the time to attend today's roundtable discussion. Let's start things off with some takes on digital effectiveness.

**Ajay, Intel Singapore:** Initially it was all about getting your voice out there. And then it was keeping your voice above the noise. Now we're in the third phase – identifying what you want to do and how they pass it along. We also keep track on what the youths are using all the time. They move from platform to platform so quickly that we have to predict what's next and we are never sure.

**Sharon Kam, Singapore Sports Council:** We use digital platforms correctly, we can use online platforms to change offline behaviour. From our research, we know that a lot of very inactive, hence the first phase is to get interested in sports. The second phase is to play a form of sport.

**Rayana, Marketing:** We're coming to content, which is very important. What drives content for any brand? Is it interactivity? Gaming?

**Gary Lim, Johnson & Johnson:** For us, it's very important that consumers hear the right story from us as opposed to them hearing from other sources.

**Howie Lau, Lenovo:** Content has to be tweaked according to the market and target audiences. For instance, the message that we use in Ter 1

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**Anto Setiadi, Reebonz:** In Tokyo, Korea, they had QR codes on the walls where shoppers could scan the codes and the goods will be delivered to their homes. It's interesting because the reason why it's so different way is key on getting the message out to the consumers. The reason why it's so different way is key on getting the message out to the consumers. The reason why it's so different way is key on getting the message out to the consumers.

**Josephine Song, Bellewae Cosmetics:** Bellewae launched certain new products and we had QR codes on the box. Basically it's very difficult to put a lot of information on the boxes. With QR codes, we can communicate more to the consumers.

**Anders Kager, Nokia Siemens Networks:** One of the technological challenges brands face

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Mobiles tower high in the digital landscape and the segment which moves very quickly. The pace is fast and you don't have a programme which hangs around for a customer. It's a mobile campaign requirement.

**Ajay Mohan – Intel:** At the end of the day, we have to remember to think everything to scale. Because that's how we make business.

**Anders Kager – Nokia Siemens Networks:** We are developing apps for the different mobile devices – iOS, Blackberry, Android, and then we would have only covered the high end mobiles. Another challenge is that, most people mobile advertising is mostly SMS or text advertising. Mobile advertising is effective, but brands need to have a proper understanding of its potential before it can be effective.

**Jeslyn Tan, SMRT Media:** We are working towards a mobile-enabled transit environment to give an enriched experience to commuters. Whilst the transit space is in progress, we have worked on the lifestyle aspect and worked with partners to enable NFC in some of our station panels. Commuters were able to download offers and information from those NFC enabled panels. We have also introduced new fare gates that are mobile-to support NFC when mobile tap-in becomes prolific in the future.

**Howie Lau, Lenovo:** As a relatively new brand, we are aware that there are a lot of competitors in the market and consumers have a lot of choices. From studies, we have learned that a lot of people use as many as 10 websites a day to find out more about a product. They tend to research a lot of things. We are therefore pushing consideration to business and purchase.

**Rayana, Marketing:** What are the bigger concerns when launching a social media campaign, with people access social on the mobile?

**Anto Setiadi, Reebonz:** Social is a vehicle with the ability to engage. It is much deeper than just Facebook and Instagram. The scary thing about the social landscape is that complaints can go viral and garner 1000s of likes.

**Anders Kager, Nokia Siemens Networks:** I think that social platforms are excellent for building individual relationships with your consumers. It's not about pushing out advertising, but a direct, frank and personal relationship. This is very hard to do because we have to read on all comments about rebonz. We need to have a conversation, listen and show that we care. It's a very resource-requiring area.

**Josephine Song, Bellewae Cosmetics:** We don't have any experience in mobile. However, I think that a lot of people do search for information about the brand online, and then they go to a boutique. And they will walk into the store and buy the product.

**Ajay Mohan, Intel:** There are several rules of engagement with regards to social media platforms. First, we have to be polite and accept how people view our brand. We also have to be confident in listing offers to be the co-consumer of the brand. Secondly, we have to be transparent. Thirdly, we have to be working and in a dialogue. And finally, we have to be prepared for when the comments are good and furious.

**Josephine Song, Bellewae Cosmetics:** We have several thousand employees from different cultural backgrounds and we have to take that into consideration. We have seen how good intentions don't always translate into positive outcomes because people are not aware of everything.

**Sadie Wong, IBM:** EM has an online course which employees have to take to be certified. What's also important is for brands to be authentic and transparent.

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**Rayana Pandey, Marketing:** What about clients who look at out-of-home? Do they go for large scale formats?

**Sho Nan Fang, SMRT Media:** Most clients like large scale formats because they like the ambience that it can deliver. We will suggest that they incorporate digital formats such as iView and iMob and even in train formats to complement large sized spaces and reinforce their ad messages.

**Rayana Pandey, Marketing:** As a list reader, how do brands get themselves ready for a digital future?

**Howie Lau, Lenovo:** As marketers, we have to go into the consumer space and understand them personally. We cannot just rely on agencies. Also, young people are still confused about their innate understanding of social media.

**Gary Lim, Johnson & Johnson:** We are looking at how we can use our CRM tools that we have and how we can understand the strategy and we give it to the people to use. We are looking at how we can understand the strategy and we give it to the people to use.

**Jeslyn Tan, SMRT Media:** We have been embracing technology with clients, and are experimenting with a lot of different ideas. We want to get involved with the whole experience of digital being integrated with the OOH networks because we believe digital is the direction to go. We firmly believe that the total solution is bigger than just OOH and digital by itself.

**Rayana, Marketing:** Thank you so much. I hope to see you all again soon.

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