

November 29, 2018
Mandarin Oriental, Kuala Lumpur, Malaysia

A very warm welcome to the **Re.Con Malaysia**, the final of our Re.Con event series in partnership with **ada**. The Re.Con events are a unique opportunity to deep dive into market-specific issues affecting digital marketers in Asia's fastest growing markets: Thailand, Philippines, Indonesia and Malaysia.

The Re.Con series is designed for brand marketers to learn from and network with leading minds in the industry and tackle the issues most pertinent to their region. Each event features panel and speaker sessions with local and global brands represented.

Connecting content, data and media

Malaysia is entering a new era of digital transformation, with the adoption of new technology and marketing efficiencies and the endless growth of internet and mobile users. Consumers in this market are sharing content on social at speed, setting new expectations and disrupting traditional media.

As the market matures, media, creativity and data must merge.

Many brands are already moving into a competitive position and finding new methods of brand engagement, through creative and holistic approaches to their digital marketing. Successful brands have a deep understanding over their first-party data so it can be used to best effect, they are personal and reactive to the speed of change happening across Asia Pacific. **Re.Con Malaysia**, created by **Campaign Asia-Pacific** and **ada** brings the whole ecosystem together to find where the opportunities are to accelerate growth in data-driven digital marketing, and give brands a competitive edge. We hope you enjoy **Re.Con Malaysia** and that you will find it stimulating and inspiring.

Re.Con Malaysia	
Time	08.30am - 12.45pm Registration begins at 8.30am, the event programme begins promptly at 9:05am
Venue	Mandarin Oriental, Kuala Lumpur, Malaysia

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Confirmed Speakers

Edmund Lee, Head of Marketing, **Allexcel Trading | Red Bull**
 Faaez Samadi, Southeast Asia Editor, **Campaign Asia-Pacific**
 Srinivas Gattamneni, CEO, **ada**
 Nicole Tan, Country Director Malaysia, **Facebook**
 Chow Tuck Mun, The E Guy, **Yoodo**
 Raj Sunder, Managing Director Malaysia, **Kimberly-Clark**
 Nitish Rai Gupta, Marketing Director, **Kimberly-Clark**
 Diana Boo, Country Director, **iflix**
 Adrian Burton, Head of adaAcquire, **ada**
 Peter Pohlschmidt, Head of Digital, **Malaysia Airlines**
 Mahesh Neelakantan, Country Director Malaysia, **ada**
 Rick Lawrence, Regional Marketing Director, **Mondelez**
 Grace Chan, Head of Brand Marketing, **Celcom**

Re.Con Malaysia: Connecting content, data and media

08.30am	Registration and morning refreshments
09.05am	<p>Campaign Asia-Pacific's opening remarks Welcome to Re.Con Malaysia, the event that brings together the industry's brightest minds to unlock the potential of data-driven digital marketing</p> <p>Speaker: Faaez Samadi, Southeast Asia Editor, Campaign Asia-Pacific</p>
09.10am	<p>Innovate today or be gone tomorrow In this opening session, ada's CEO looks into the future of digital in Malaysia and beyond. What are his top predictions for how media, content and data will shape brand marketing in the future?</p> <p>Speaker: Srinivas Gattamneni, CEO, ada</p>

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<p>09.25am</p>	<p>The new digital consumer in Malaysia</p> <p>Malaysia is entering a new era of digital transformation, with the adoption of new technologies and marketing efficiencies and the endless growth of internet and mobile users. Consumers in this market are sharing content on social at speed, setting new expectations and disrupting traditional media.</p> <p>This opening keynote explores looks at how Malaysia sits against a global benchmark. What are the key trends with digital and social consumption and behaviours in Malaysia?</p> <p>Speaker: Nicole Tan, Country Director Malaysia, Facebook</p>
<p>09.50am</p>	<p>Panel: Breaking down the silos between content, media and data</p> <p>As the market in Malaysia matures, media, content and data must merge. Industry collaboration has never been so important and to move into a competitive position, brands need a more holistic approach to their strategy, one that puts data core.</p> <p>This panel discussions brings three key industries together to uncover how media, content and data will shape their future. How important is it to implement a data-driven digital strategy?</p> <p>Panellists: Chow Tuck Mun, The E Guy, Yoodo Mahesh Neelakantan, Country Director Malaysia, ada Rick Lawrence, Regional Marketing Director, Mondelez Grace Chan, Head of Brand Marketing, Celcom</p> <p>Moderator: Faez Samadi, Southeast Asia Editor, Campaign Asia-Pacific</p>
<p>10.35am</p>	<p>Morning refreshments break and networking</p>

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10.55am	<p>Winning in new channels by leveraging consumer data and brand strength</p> <p>Speakers: Nitish Rai Gupta, Marketing Director, Kimberly-Clark Raj Sunder, Managing Director Malaysia, Kimberly-Clark</p>
11.20am	<p>Red Bull: New approaches to data to drive success</p> <p>Through a disciplined approach to data-driven strategies and managing their agency partnerships differently, Red Bull is finding new ways to drive relevance to consumers and grow market share in Malaysia. The results are just in and their latest campaign has brought Red Bull its highest market share in 12 months. This brand case study explores how the brand uses data to drive decisions on their creative execution and the results from the success story.</p> <p>Speaker: Edmund Lee, Head of Marketing, Allexcel Trading Red Bull</p>
11.40am	<p>The future of TV</p> <p>TV is still relevant at providing consumers with great content but with online streaming and new video content sites and platforms emerging, and the increasing popularity of Facebook video, Snap Inc and other social networks and their video capabilities, short-form content and online video are taking market share away from traditional TV. This fireside chat looks at the future of TV in advertising with one of Southeast Asia's leading video content platform, Iflix. Is there a place for TV in the future and how can marketers reap the rewards with video advertising?</p> <p>Speakers: Diana Boo, Country Director, iflix Faez Samadi, Southeast Asia Editor, Campaign Asia-Pacific</p>

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11.55pm	Brand case study: Malaysia Airlines Speaker: Peter Pohlschmidt, Head of Digital, Malaysia Airlines
12.25pm	Unleashing the value of consumer data Today, consumers demand hyper-personalisation in their everyday life, and this includes when being served ads. To get it right, brands must go beyond demographics and look into physiographic profiling, unleashing a deep and rich profile analysis of their desired target market. And that's just the beginning. This can be mixed into pivotal parts of a consumer's day-in-the-life to drive better propensity of buying. This closing keynote demonstrates how brands can get the most out their customer data. Speaker: Adrian Burton, Head of adaAcquire, ada
12.40pm	Closing remarks
12.45pm	End of event