

**November 20, 2018**  
**The Peninsula Manila, Philippines**

A very warm welcome to the **Re.Con Philippines**, the second 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

Philippines 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 Philippines**, 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 Philippines** and that you will find it stimulating and inspiring.

Re.Con Philippines	
Time	08.30am - 12.30pm Registration begins at 8.30am, the event programme begins promptly at 9:00am
Venue	<b>The Peninsula Manila, Philippines</b>

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**Confirmed Speakers**

Albet Rible Buddahim, CMO, **L'Oréal**  
 Adrian Burton, Head of adaAcquire, **ada**  
 Sherwin Dela Cruz, Country Director, **Iflix**  
 Stephan Cypionka, VP Marketing, **Coca-Cola**  
 Srinivas Gattamneni, CEO, **ada**  
 Anurag Gupta, Chief of Agency & COO, **ada**  
 Gautam Kiyawat, Head of Freemium, **HOOQ**  
 Geia Lopez, Industry Analyst, **Google**  
 Dennis Perez, Media Director, **Unilever Philippines**  
 Chay Saputil, Head of Media, **Facebook**  
 Robert Sawatzky, Head of Content, **Campaign Asia-Pacific**  
 Margot Torres, EVP & Managing Director Philippines, **McDonald's**  
 Noel Tuazon, SVP & Head of Marketing Group, **PSBank**  
 Wence Wenceslao, AVP Digital Marketing, **SM Investments Corporation**

**Re.Con Philippines: Connecting content, data and media**

<b>08.30am</b>	<b>Registration and morning refreshments</b>
<b>09.00am</b>	<p><b><i>Campaign Asia-Pacific's opening remarks</i></b>          Welcome to Re.Con Philippines, the event that brings together the industry's brightest minds to unlock the potential of data-driven digital marketing</p> <p><b>Speaker:</b>          Robert Sawatzky, Head of Content, <b><i>Campaign Asia-Pacific</i></b></p>
<b>09.10am</b>	<p><b>Innovate today or be gone tomorrow</b>          In this opening session, ada's Chief of Agency looks into the future of digital in Philippines and beyond. What are his top predictions for how media, content and data will shape brand marketing in the future?</p> <p><b>Speaker:</b>          Anurag Gupta, Chief of Agency &amp; COO, <b>ada</b></p>
<b>09.25am</b>	<p><b>The new digital consumer in Philippines</b>          The Philippines is entering a new era of digital transformation, with the adoption of new technologies and marketing efficiencies and</p>

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	<p>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 the Philippines sits against a global benchmark. What are the key trends with digital and social consumption and behaviours in the Philippines?</p> <p><b>Speaker:</b>  Chay Saputil, Head of Media, <b>Facebook</b></p>
<b>09:45am</b>	<p><b>Breaking down the silos between content, media and data</b>  As the market in Philippines 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><b>Panellists:</b>  Margot Torres, EVP &amp; Managing Director Philippines, <b>McDonald's</b>  Noel Tuazon, SVP &amp; Head of Marketing Group, <b>PSBank</b>  Dennis Perez, Media Director, <b>Unilever Philippines</b>  Wence Wenceslao, AVP Digital Marketing, <b>SM Investments Corporation</b>  Srinivas Gattamneni, CEO, <b>ada</b></p> <p><b>Moderator:</b>  Robert Sawatzky, Head of Content, <b>Campaign Asia-Pacific</b></p>
<b>10.30am</b>	<b>Morning refreshments break and networking</b>
<b>10.50am</b>	<p><b>Coca-cola: To win, you must reinvent</b>  Like many brands across Southeast Asia, Coca-Cola Philippines have had to reinvent their marketing and put digital at the centre of</p>

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	<p>interactions with consumers. What key changes did they make? In this case study, Coca-Cola's VP of marketing takes us through how they transformed consumer engagement through a recent digital campaign, and the encouraging results which followed.</p> <p><b>Speaker:</b>  Stephan Czepionka, VP Marketing Philippines, <b>Coca-Cola</b></p>
<b>11.10am</b>	<p><b>Google: The age of assistance</b></p> <p><b>Speaker:</b>  Geia Lopez, Industry Analyst, <b>Google</b></p>
<b>11.30am</b>	<p><b>The future of TV</b>  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.</p> <p>This panel looks at the future of TV in advertising with two of Southeast Asia's leading video content platforms, Iflix and HOOQ. Is there a place for TV in the future and how can marketers reap the rewards with video advertising?</p> <p><b>Panellists:</b>  Gautam Kiyawat, Head of Freemium, <b>HOOQ</b>  Sherwin Dela Cruz, Country Director, <b>Iflix</b></p> <p><b>Moderator:</b>  Robert Sawatzky, Head of Content, <b>Campaign Asia-Pacific</b></p>
<b>11.50am</b>	<p><b>L'Oréal on implementing data-driven strategies</b>  *More information to follow</p>

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	<b>Speaker:</b> Albet Rible Buddahim, CMO, L'Oréal
<b>12.10pm</b>	<b>Unleashing the value of consumer data</b> 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.  <b>Speaker:</b> Adrian Burton, Head of adaAcquire, ada
<b>12.25pm</b>	<b>Closing remarks</b>
<b>12.30pm</b>	<b>End of event</b>