



Festival of Media
INTELLIGENCE

THE WRAP

Festival of Media
Asia Pacific 2015



Festival of Media
ASIA PACIFIC

Trends, insights, analysis, awards and highlights

Reach over **241m consumers** in **Asia** with the World's most advanced **social video** platform



2014 was the year when **trackvertising** boomed, **native video ads** evolved and **viewability** was on the tip of everyone's tongue.

But what can we expect from video advertising in **2015**?

Download **Unruly's** research on **8 social video trends** to look out for in 2015
unruly.co/insight/#whitepapers

EAST EXCITES AND INFORMS

This year's Festival of Media Asia Pacific welcomed 500-plus delegates to the delightful Capella Singapore, with a pledge to shine a light on all the hottest topics in the APAC media scene.

From the stark brand challenge faced by Malaysia Airlines' senior vice-president, head of marketing and products, Dean Dacko, right through to the Silicon Valley-style energy of Kiip founder Brian Wong, delegates were offered a unique insight into the future of marketing and media.

In this Wrap Report, we bring you all the speaker highlights and panel discussions, as well as the key trends that made this year's event a talking point across the region.



Our host, Mark Laudi



500-plus delegates attended

CONTENTS

4. Festival highlights
6. Asia: the new frontier for media innovation
8. Exploring the mobile-first continent
10. Solving the APAC talent conundrum
12. Indonesia: welcome to Asia's hottest market
14. APAC gets serious about programmatic
16. The role of brands in the 21st century
18. Showcase sessions
20. Award Winners



CATCH UP ON ALL THE MUST-SEE CONTENT

This year's Festival of Media Asia Pacific in Singapore provided a non-stop stream of insightful and valuable content. If you missed any sessions or speakers, fear not: we have published every speaker session, panel discussion and showcase event for you to peruse at your leisure.



PUTTING THE EMOTION BACK INTO ADVERTISING

Festival of Media's sister brand M&M Global interviewed all the key speakers from this year's Asia Pacific event, including Kiip's Brian Wong, who told us that brands' use of technology has often "sucked the emotion" out of advertising. Mobile, he said, is the best platform to bring that emotion back to the fore.

EAST BEATS WEST IN THE RACE TO DIGITAL'S FUTURE

Confidence is growing throughout Asia Pacific as established heavyweights and start-ups alike drive innovation across media platforms at a time of rapidly increasing internet and mobile adoption by its populations – meaning that the East can teach the West a thing or two

SESSION ONE

If asked to choose a word that best sums up Festival of Media Asia Pacific 2015, one would be hard-pushed to look beyond 'innovation'. The event was packed full with speakers, panel participants and award-winners demonstrating how the region is forging its own path in media and technology, with home-grown champions ready to rival anything coming out of Europe and North America.

Omnicom Media Group's APAC chief executive, Cheuk Chiang, set the tone on the first morning with a rallying cry to delegates to take ownership of innovation and leapfrog giants such as Amazon, Facebook and YouTube.

In his session, 'Our Time Is Now', Chiang cited the legacy of Asia's most notable inventions – including paper and printing from China – and argued that companies such as Alibaba, Baidu and Tencent could become global leaders in their sectors: "What if the focus was no longer on the West? What if the East could equal innovation? There is more confidence in this region right now than any other time. Our infrastructure is changing and allowing us to have more data and rich content. It's time for us to put a stake in the ground and re-own that territory again."

Innovative spirit

One of those Western firms, Google, was also quick to salute APAC's innovative spirit. Observing that four billion people live in the space between Mumbai and Seoul, Google Singapore managing director Joanna

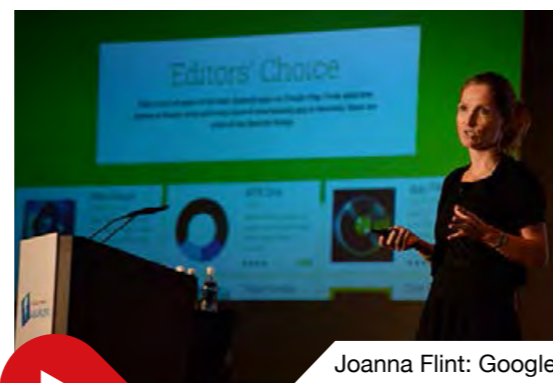


Cheuk Chiang: Omnicom Media Group

Flint said it is inevitable that many trends in Asia will find themselves thrust onto a global platform.

"Take the selfie stick," said Flint, who caused one of the Festival's more surreal moments by inviting delegates on-stage to test out the aforementioned product. "That started off in Malaysia. Then it went to the Philippines, and then to the US. Things in Asia are often looked at as a bit strange [by the West], but they are often ahead, driven by the need to share. Asia is where the future of innovation is going. Whether it's the selfie stick or the phablet, those crazy things might be normal one day."

Flint added that the next big arrival of online consumers in places such as India and Indonesia will be connecting "mobile-only", which too few businesses have contemplated: "When you think about India, it's obvious that we need to change."



Joanna Flint: Google

Defining year

Those sentiments were echoed by Shiv Shivakumar, chief executive and chairman of PepsiCo India, in the session 'What Can The West Learn From The East?'

He told attendees that, thanks to the rapid uptake of digital and mobile devices in APAC, there is "a lot more going on in the East" than in the West. "We live in a mobile-first, digital world – that is the difference – and



Shiv Shivakumar: PepsiCo



Valerie Wagoner: ZipDial

"ASIA IS WHERE THE FUTURE OF INNOVATION IS GOING. WHETHER IT'S THE SELFIE STICK OR THE PHABLET, THOSE CRAZY THINGS MIGHT BECOME NORMAL ONE DAY"

2015 is a defining year," he said. He pointed out that, while it took radio 38 years to reach the 50-million user mark, and TV 13 years, Facebook is adding 200 million users each year. By 2018, more than half of the world's population will be on the internet, which will have a "profound impact" on how brands talk to them.

"The pace of innovation and disruption is staggering for anyone to see. I believe the next wave will be wearables, which will move at an even faster pace," Shivakumar said.

Front line

One of those on the front line of Asian innovation is Valerie Wagoner, founder and chief executive of ZipDial, an Indian-based business recently acquired by Twitter. Dubbed a 'missed call' service, it lets consumers without a web connection call a toll-free number for a business in order to receive a voice message or SMS with information about it.

Wagoner urged delegates not to forget the large swathes of the region lacking the conventional infrastructure to get online: "The challenge is not so much about devices; it's more about how connected people are to the mobile internet. If you're a brand and want to connect with a large audience,

you must think about how to get your content in front of people in a way that demonstrates your values. We need to think about providing lightweight, accessible channels."

Wagoner, whose clients include Disney, Airtel and Mondelēz, added that the Twitter deal will allow her to take ZipDial across APAC and beyond. Twitter, meanwhile, will be hoping it brings millions of new users.

Failing fast

If Asia is lacking in one area, according to Microsoft's hirsute global head of innovation JC Oliver, it is its reluctance to embrace a culture of acceptable failure: "In Asia there is not a culture of failing fast; brands don't like risk."

However, Oliver reaffirmed the message that Asia is on the cusp of some remarkable media breakthroughs. "People say Asia is always behind, but I don't believe that's the case," he said. "You have all the platforms and tools – it's how you apply them that counts. Asia doesn't have to worry about not innovating in this region."

Oliver quoted Microsoft's chief executive Satya Nadella, himself an example of APAC media leadership, having grown up in Hyderabad in India: "Our industry does not respect tradition – it only respects innovation."

Innovation is back on the menu, and Asian businesses are ready to show the rest of the world how it is done. ■

BIG STATS

38 years

is the time it took radio to reach 50 million listeners

13 years

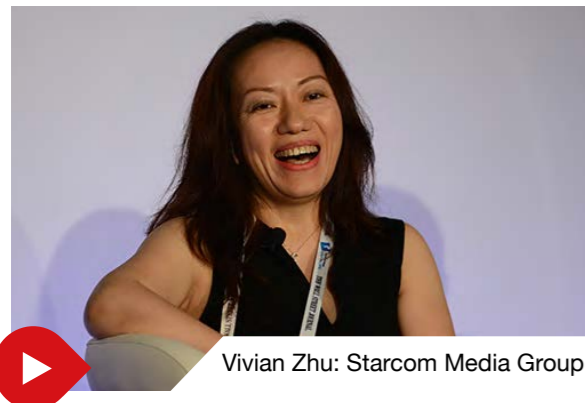
is the time it took TV to reach 50 million viewers

200m

members are joining Facebook globally each year

>50%

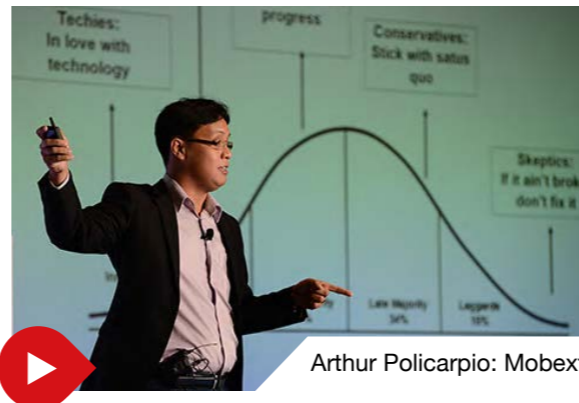
of the world's population will be online by 2018



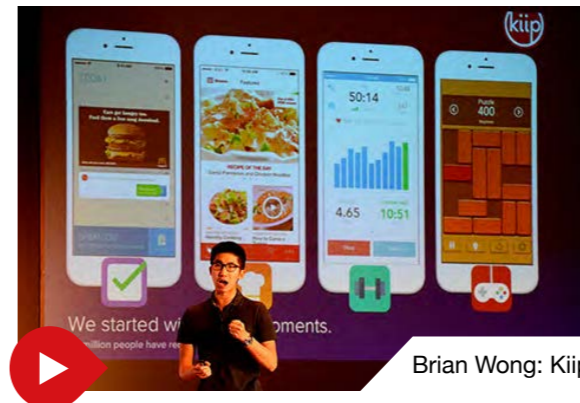
Vivian Zhu: Starcom Media Group



Joshua Maa: Madhouse



Arthur Policarpio: Mobext



Brian Wong: Kiip



Margot Torres: McDonald's

GET UP CLOSE AND PERSONAL WITHOUT TURNING THEM OFF

Mobile ad spend is rocketing, signalling greater respect for the channel as brands seek intimacy with consumers via interactive campaigns. But long-term success lies in this activity being part of the wider business strategy, while recognising that more of us are shunning traditional interruption

SESSION TWO

There is no doubt that mobile has become hugely disruptive. Yet, although advertisers increasingly understand the importance of its place within marketing strategy, there is still much learning to be done.

eMarketer predicts advertisers will spend \$64.3bn worldwide on mobile in 2015 – an increase of nearly 60 per cent on 2014. And this figure is only set to grow, rising to \$158.6bn by 2018, when mobile will account for 22 per cent of global ad spend.

Vivian Zhu, managing director of SMG China Digital, was joined at FOMA by Madhouse founder and chief executive Joshua Maa in a session called 'Delivering Brand Intimacy Via Mobile'. They agreed that, with Chinese consumers spending more time on their mobiles than any other device, brands quick to establish intimacy with them on this platform will be rewarded. "If you don't do it right, you can alienate the consumer," said Zhu. "Mobile ad spend is lagging behind the time that consumers are spending on mobile."

With Chinese consumers checking messaging app WeChat every six

seconds on average while at home, Zhu stressed that brands need to invest even more in mobile ads, spend on which "has grown three or four times over the past year".

However, acknowledging this "explosive phenomenon" is one thing; actually creating an interactive story for a brand is quite another. Referencing a campaign Starcom launched with chewing-gum brand Wrigley's, involving consumers

scanning packs to receive content, Zhu said: "We didn't just want to give that to them – we designed a campaign where they could get 40GB of Wi-Fi to connect with loved ones, reflecting the brand's ideology of bringing people together." The campaign had more than two million downloads and drove a significant increase in sales.

Madhouse's Maa added: "When we founded our company, we didn't



'Delivering Brand Intimacy Via Mobile'

"WITH APPLE WATCH, ADVERTISERS THINK, 'COOL, ANOTHER PLATFORM I CAN PUT MY AD ON.' IT'S OUR DUTY NOT TO – PLEASE HELP MAKE SURE THAT DOESN'T BECOME THE REALITY"

know mobile would be this big. By the end of next year, mobile spending will be even bigger." And, touching on mobile video, Maa said: "The race of mobile video is really Wi-Fi – not 3G or 4G. When they consume video, the majority of people use Wi-Fi."

Learn from the beginners

Achieving intimacy means brands and agencies must take mobile beyond one-off campaigns and make it part of the broader marketing and business strategy.

Speaking in a session titled 'Building A Sustainable Mobile Business', Arthur Policarpio, head of Philippines-based Mobext, said agencies can learn from mobile start-ups such as Uber and Snapchat and must embrace "speed" and a "nail it before you scale it" philosophy: "Why can't these disruptive new platforms and businesses be built by agencies like ours? We can learn speed from start-ups – if you don't launch quickly, you lose money, it's as simple as that."

"[Agencies should] treat advertisers as venture capitalists. Let them know how they will benefit and earn from innovation, and set a long-term goal as well. Progress happens because of the crazy ones who are willing to take a risk and reinvent the game."

Policarpio was joined on stage by McDonald's Philippines vice-president for marketing Margot Torres, who admitted that the

fast-food chain experienced a "rude awakening" regarding mobile in 2012. "We started with mobile coupons – it was clunky, but we wanted to get our feet wet," she said. McDonald's has since launched a mobile app with "promising results", according to Torres.

She urged marketers to view mobile as their "best tool" in the fight to remain relevant: "My greatest fear is to be a dinosaur, and to end up extinct. That keeps you on your toes."

Connecting needs

Brian Wong, chief executive and founder of mobile advertising start-up Kiip, warned about the dangers of alienating mobile users with ads, especially once wearable tech takes a sizeable chunk of the market. Wong – listed in *Forbes*' '30 Under 30' tally of young talent – cautioned the audience against delivering

traditional ad formats on connected devices: "As more inanimate items become connected, we have a responsibility to connect those needs. As marketers, we will know when you're about to run out of gas, or you're feeling tired."

"With Apple Watch, we're going to be able to see our biometrics. How do we add value? Advertisers think, 'Cool, another platform I can put my ad on.' It's our duty not to – please help make sure that doesn't become the reality."

Wong said it was "scary" that mobile users are prepared to spend money to block ads.

"Before, when we opened a newspaper, we expected ads. Now, with ad blockers, we need to invent a new permission, and that is the concept of congratulations." ■

BIG STATS

\$64.3bn
will be spent on mobile advertising in 2015, according to eMarketer

60%
is the predicted rise in global mobile ad spend from 2014-2015

\$158.6bn
will be spent on mobile advertising by 2018, eMarketer forecasts

22%
of worldwide ad spend will be attributed to mobile by 2018

MEDIA INDUSTRY GETS A GRIP ON ITS TALENT PROBLEMS

From the outside, APAC's talent situation might look perfect, but despite the abundance of young graduates it still faces certain challenges and questions, including whether to hire from abroad or locally, attracting people to the media industry in the face of alternatives, and retaining the best

SESSION THREE

With a population of around 4.2 billion, it would not be unreasonable to assume that the Asia Pacific region has plenty of young and talented graduates hoping to secure their place in the media industry. Indeed, businesses in all other regions gaze on in envy.

However, under closer inspection, the situation becomes far more complex. Four of the region's most knowledgeable talent experts joined C Squared content director Jeremy King to discuss the challenges of hiring and retaining the right people.

Their panel session, 'The Big Debate – Talent', featured contributions by Seok Hian Tang, head of talent, SEA, at Starcom MediaVest Group; Janice Foo, chief talent officer, APAC, at ZenithOptimedia; George Patten, managing director of Accenture Interactive and global lead for media management at Accenture; and Bala Subramaniam, regional HR business partner at Twitter Asia Pacific.

Expat vs local

The panel quickly moved to address one of the hottest topics in Asia – the debate between the desire to import talent from other regions, and to recognise and reward local prospects. To protect the interests of locals entering the job market, Indonesia, for instance, has made life tough for foreigners hoping to work in the country. The Government already requires them to partner with a local 'co-worker', and recently mooted controversial plans to enforce language-proficiency exams for newly arrived international workers.



'The Big Debate – Talent'

Despite being a British expatriate himself, Accenture's Patten refuted the notion that talent must be brought in from elsewhere to maintain high standards: "Of course there is talent [in Asia Pacific], and the industry will grow from within."

Nonetheless, he emphasised that, in the global business world, advertisers are concerned with the capabilities of those working on their brands, and not where they were born.

"Clients don't care if someone comes from China or the US. They only care if they can work day to day with that person, and what they will do for their brand. I work in China but I don't speak Mandarin, yet I get by," Patten explained.

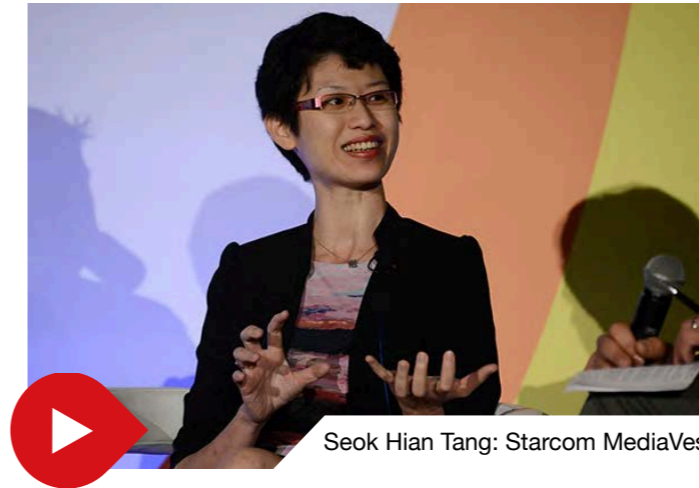
Starcom's Tang agreed that companies on the lookout for new recruits would be better off ignoring nationality and religion, and

focusing on the "psychograph" of an applicant's interests and personality, while Twitter's Subramaniam said movement of talent within APAC is healthy for sharing expertise.

For ZenithOptimedia's Foo, however, the international versus local debate remains a sensitive subject on which she must be vigilant.

"A lot of times when we look at a person from another [international] office, two things happen: we ask ourselves why we are bringing them in – what is the key thing this person can offer? – and how the local staff will perceive this, whether it fuels the perception of a glass ceiling for them," said Foo.

She added that offering Asian employees more of a global viewpoint is also a priority, with a "reverse expat strategy" seeing local graduates sent to international teams in order



Seok Hian Tang: Starcom MediaVest



Bala Subramaniam: Twitter

"GRADUATES WANT TO GO TO THE FINANCIAL SECTOR AS IT LOOKS GLAMOROUS AND PAYS WELL. WE NEED TO GET THEM TO KNOW HOW EXCITING THE [MEDIA] INDUSTRY CAN BE"

to help instill in them a more rounded perspective of the world.

Worrying possibility

Panellists also discussed the worrying possibility that youngsters in China and beyond do not view a career in media as being on a par with those in finance and other professional services.

Patten argued the media industry should have "more confidence", from the point of view of a management consultancy, where recruitment is "tough". He added: "It is a great industry – lots of people want to work for you."

Yet concerns remain. With lucrative careers awaiting in banking or technology, many students are looking elsewhere to get on the employment ladder, argued Foo.

"There is no shortage of talented graduates. In China alone there are seven million each year. That is what we should be focusing on. How do we appeal to the right audience and what future can we paint for them?" she said. "Graduates want to go to the financial sector as it looks glamorous and pays well. We need to get them to know how exciting the [media] industry can be, compared to banking, which is

getting more regulated. Based on that, we can appeal to their potential and passion."

If recruitment is proving tricky, so is retention. Particularly in markets such as China, talented employees at a junior level are moving to double their salary. The trick, believes Subramaniam, is convincing those tempted elsewhere that they will be able to grow and develop better in their current role, even if the promotions and pay rises currently on offer are less attractive.

"It's always people at the cusp we lose, those who have been there for three years on the cusp of a promotion. Other people will take that experience and offer them the

next step sooner. The two functions of talent acquisition and talent development should work closer together," Subramaniam said.

And if these people do end up leaving? Don't take it too personally, said Tang, who revealed that Starcom keeps in touch with "key talents" who have left the agency, with one eye on securing their return "with new skills" and experience: "We look at the whole career span of the employee."

The talent picture in APAC may not be as rosy as some in the West suspect, but local firms are taking steps to ensure the media industry can compete with the temptations of other sectors. The rest of the world can learn from their approach. ■

BIG STATS

4.2bn

is the approximate population of the Asia Pacific region

7m

is the approximate number of graduates in China each year

<5%

of Asian employees at ZenithOptimedia are in senior US or EMEA roles

50

graduates took part in ZenithOptimedia's three-month recruitment drive



mandmglobal.com

M&MGLOBAL

Shortcut: everything you need to know about international media delivered to your device

- All major marketing and media news from account wins to people moves
- Interviews with key CMOs, agency CEOs and other industry leaders
- Analysis of the biggest trends shaping global media
- Insightful blogs from industry trendsetters
- Video content from M&M Global TV



Sign up today at mandmglobal.com

REACHING CONSUMERS IN ASIA PACIFIC'S RISING STAR

Indonesia might have a lower profile than China and India, but it is the fastest-growing country in the region by advertising revenue. What's more, it also has a particularly young demographic, with half of the population under 30 years old. So how best can brands get their attention?

SESSION FOUR

When brands are plotting expansion into new markets in Asia Pacific, China and India are two of the most likely candidates that spring to mind. Indonesia, on the other hand, has kept a lower profile, but this is about to change.

Labelled as an emerging market, Indonesia is rapidly proving its huge potential for brands. In 2014, Magna Global reported that the country had the strongest advertising revenue growth in the APAC region with a 21.5 per cent increase in spend, making it Asia's fastest-growing ad market. With no slowdown in sight, it's no surprise that brands are fighting for a piece of the action.

Speaking in Singapore, MediaCom Indonesia chief executive Anita Mookerjee and Facebook Indonesia's country head Anand Tilak discussed the best strategy to reach consumers in the Indonesian market, and how media there is different from anywhere else in the region.

"We have the youngest population in the world – 50 per cent are under 30 years old," said Mookerjee. "A lot of food and drinks brands take centre stage in the market as a result of this young demographic, meaning that retailers are also having to change their stock cycle more regularly. Things are not going to be on the shelf for long because youth like change."

Digital habits

But it is not just the products that need to change as a result of a younger consumer demographic, of



Anita Mookerjee: MediaCom

course. The ways in which brands advertise have also had to shift, argued Tilak.

"Younger people are always harder to reach for any brand because their media habits are very different. They don't watch TV as much as the older demographic; their digital engagement is very high," he said.

According to Mookerjee, the average Indonesian spends an impressive nine hours a day on electronic media, meaning that having a company website or microsite is no longer enough. The internet has become the "life blood" of the nation with 80 million-plus internet users. "Every advertiser today needs a mobile-friendly site," she added.

Executing a campaign in this highly digital market must also be thought about carefully, said Tilak: "Brands can actually use an integrated media

plan where it is linked with both offline and online – that will produce far better results than if you were to depend on one medium alone."

Mookerjee added that content will "not be made for TV any more", and will instead be made digital-first.

According to both, experiential media is becoming vital for brands as it suits the "young, buoyant" market. "With experiential, media consumers really want to interact with brands," said Mookerjee. "It allows consumers to experience the brand, and then vocalise how they feel, what they like and dislike about it," she added.

Mobile rules


As of the end of 2014, 136.9 million people in Indonesia, or 54 per cent of the population, owned and used a mobile phone at least monthly, according to eMarketer. Among that group, 28 per cent used smartphones

A preview of our speakers...

HOTEL CAVALIERI, ROME
10-12 MAY 2015

<p>WE KNOW WHERE YOU ARE</p> <p>Mobile, geo-locations and proximity marketing</p> <ul style="list-style-type: none"> Gerry D'Angelo, European Media Director, Mondelez Ben Jankowski, Group Head Global Media, Mastercard Geoff Ramsay, CEO, eMarketer 	<p>HIJACKING THE TRADITIONAL TV MODEL</p> <p>How do we embrace the new media model for TV that leaves the power in the hands of celebrities and content creators?</p> <ul style="list-style-type: none"> Lloyd Braun, CEO, Whalerock Wenda Harris, President and COO, Medialink 	<p>IF CONTENT IS KING, CONTEXT IS GOD</p> <p>Storytelling in the digital age</p> <ul style="list-style-type: none"> Owen Hanks, General Manager Europe, YuMe Aine Kerr, Managing Editor, Storyful Doug Busk, Global Group Director, Digital and Social, Coca-Cola 	<p>MEDIA AS A CULTURAL CURATOR</p> <p>The story of Sofia Vergara: Celebrity and a new age of communication</p> <ul style="list-style-type: none"> Luis Balaguer, Manager of Sofia Vergara Mitch Kanner, CEO, 2 Degrees Ventures
<p>HOW WELL DOES MEDIA REFLECT SOCIETY?</p> <p>The great diversity debate</p> <ul style="list-style-type: none"> Esther Franklin, Head of Americas, SMG Sam Phillips, CMO, OMG Bill Imada, Chairman and Chief Collaboration Officer, IW Group Lindsay Clay, CEO, Thinkbox 	<p>HOW MUCH PROFIT SHOULD AN AGENCY MAKE?</p> <ul style="list-style-type: none"> Stephen Allan, CEO, Mediacom Mike Cooper, CEO, PHD Jim Elms, CEO, Initiative Mainardo de Nardis, CEO, OMD Lindsey Pattison, Global CEO, Maxus Doug Ray, Global President, Carat Alfonso Rodes Villa, Deputy CEO, Havas Media Group 	<p>GETTING CONTENT RIGHT IN REAL TIME</p> <p>How do brands deliver the right content to the right audience that resonates and engages?</p> <ul style="list-style-type: none"> Tom Bowman, VP Global Strategy and Sales Operations, BBC Worldwide 	<p>INNOVATIONS AT THE FESTIVAL...</p> <ul style="list-style-type: none"> Innovation Zone featuring inspiring and creative initiatives, products and services The Awards Cinema showcasing the videos of shortlisted campaigns from around the globe

NEW FOR 2015



Our exciting and unique project designed to match innovative new companies to the most senior decision-makers in global marketing and media.

More than 30 ad and media tech start-ups will be exhibiting.



#FOMG15

FOR DELEGATE PASSES CONTACT:
Komla Ayewoh
komla.ayewoh@csquared.cc
+44 (0) 20 7367 6464

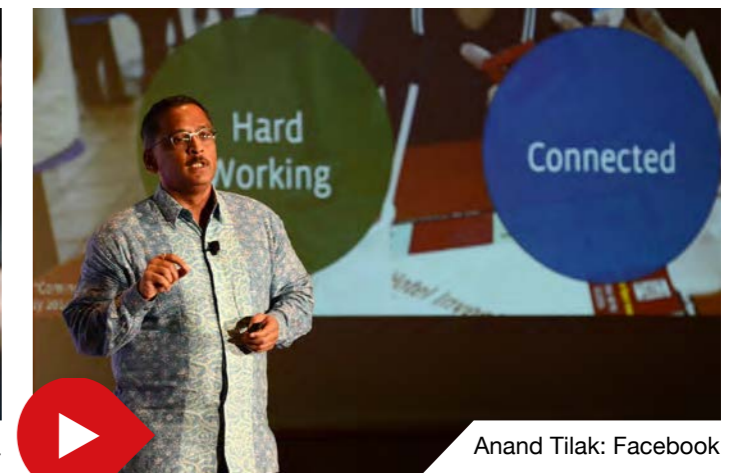
FOR SPONSORSHIP CONTACT:
Steven Scaffardi
steven.scaffardi@csquared.cc
+44 (0) 20 7367 6981

*More sessions, speakers and formats being added daily. Subject to change. Call one of our team for more information.

FOMA 2015: THE WRAP • INDONESIA: WELCOME TO ASIA'S HOTTEST MARKET



Huge interest in Indonesia



Anand Tilak: Facebook

"LOCAL BRANDS ARE PREFERRED IN ANY MARKET – BUT WHAT WE'VE SEEN IN INDONESIA IS THAT IT'S NOT SO MUCH ABOUT BEING LOCAL, BUT ABOUT BEING PERCEIVED AS LOCAL"

with that frequency, giving Indonesia the fourth-largest smartphone audience in Asia Pacific last year.

"Mobile will continue to rule the world," said Tilak. "People have skipped past desktop and laptop and gone straight to mobile."

For Indonesians, mobile has become the first thing they look at when they wake up, and the last thing they see before they go to sleep. And with the introduction of 4G, the Indonesian population will be spending more time consuming richer content.

Mookerjee argued that, until now, it has been up to the advertisers and publishers to give content to consumers, but that is all changing as we move towards a world where advertisers and publishers feed off the content that consumers create.

Discussing Facebook's experiences, Tilak said that people use the platform to "express their opinions and feelings". During the Indonesian presidential election last year, two-thirds of social interactions came from people under the age of 34 and offline data showed that the voter turnout was the highest ever seen.

"People never felt connected with these topics in the past, but with

Facebook, more and more people are sharing their opinions and getting involved," said Tilak.

Trust is key
But it is not just about targeting the right audience and using the right digital platforms; it's important to build trust too.

"Trust is the biggest barrier in terms of ecommerce, as the entire physical interaction of buying a product is lost when you're doing it online – it's restraining for them to do online shopping," said Mookerjee.

"What brands are doing is breaking this trust barrier. They say that if you do not like the product you've bought then they'll give you the money back.


Take a look at it, if you're satisfied then pay for it – that's how they break the trust barrier," she said.

Brands must also show consumers that they are listening to them, she added. Citing a campaign from global food company Danone, Mookerjee explained how it changed the recipe of its biscuits in Indonesia to contain more milk, after realising that Indonesians preferred more dairy-rich snacks. It subsequently became the most popular biscuit in the country.

"Local brands are preferred in any market – but what we've seen in Indonesia is that it's not so much about being local, but about being perceived as local," she said. ■

BIG STATS

- 21.5%** was the increase in ad revenues in Indonesia last year (Magna Global)
- 9 hours** a day is spent using electronic media by the average Indonesian
- 50%** of Indonesia's population is under 30 years old
- >80m** is the number of internet users in Indonesia



IT'S NOW MORE THAN MEDIA

Festival of Media GLOBAL

Be part of the conversation, book your tickets at festivalofmedia.com/global

<p>HAVE WE LOST CONTROL OF OUR INVENTORY?</p> <p>Publishing faces a new selling model</p> <ul style="list-style-type: none"> David Pemsel, Deputy CEO, Guardian News & Media Dominic Good, Global Sales Director, Financial Times Marcus Rich, CEO, Time Inc Jimmy Maymann, CEO, The Huffington Post 	<p>IS A PROGRAMMATIC FUTURE ONE WE REALLY WANT?</p> <p>Will it rule the media landscape?</p> <ul style="list-style-type: none"> Daryl Lee, Global CEO, UM Arun Kumar, Global President, Cadreon Seth Rogin, CRO, Mashable Vineet Mehra, President, Global Marketing Services, Johnson & Johnson 	<p>RENAISSANCE & REFORMATION OF TV</p> <p>Can TV's 'golden age' last? What next for TV?</p> <ul style="list-style-type: none"> Hernan Lopez, President & CEO, Fox International Channels Laurent-Eric Le Lay, Chairman, TF1 Publicite 	<p>ATTRIBUTION: BEYOND AWARENESS...</p> <p>Who will win in this new frontier of media?</p> <ul style="list-style-type: none"> Alex Saldanha, Co-Founder & CEO, Abakus Rex Briggs, Founder & CEO, Marketing Evolution Seth Richardson, CTO, Rakuten Marketing Lucien van der Hoeven, EVP EMEA, MarketShare
---	--	--	--

<p>THE NATIVE DEBATE</p> <p>Are clients structured to take advantage of new techniques and technologies?</p> <ul style="list-style-type: none"> David Hayes, Creative Strategy Director, Tumblr Tracy Yaverbaun, Head of Brand Development EMEA, Instagram Justin Choi, Founder and CEO, Nativo 	<p>MORE THAN 70 BRANDS CONFIRMED INCLUDING...</p> <p>Apple, Aston Martin, Audi, Bayer, Carlsberg, Coca-Cola, Daimler, Expedia, GSK, Honda, HSBC, Ikea, Johnson & Johnson, Kellogg, Kraft, Luxottica, Mars, Mondelez, NBA, Nikon, P&G, RedBull, Shell</p>	<p>MEDIA AND INFLUENCE: A NEW MODEL</p> <p>Influence and power in the social age</p> <ul style="list-style-type: none"> Conor Whitney, President, PopShack Rich Herd, Network Manager, Jamie Oliver's Food Tube DJ BBQ, digital influencer Elyar Fox, digital musician 	<p>LIFE STORIES</p> <p>Inspirational talks from people who have defined our year</p> <ul style="list-style-type: none"> Kevin Jorgeson, world record climber Dr. Elham Manea and Ensa Haidar on fighting for freedom Bars Lansdrop, founder of Mars One Mission on building a colony on the Red Planet
--	---	---	--

PROGRAMMATIC'S CURRENT AND FUTURE OPPORTUNITIES

Ad tech proved to be a hot topic at this year's Festival, and programmatic media buying was high on the menu as speakers and panel debates explored the rise of advertising automation in the region, the differences across various APAC markets, and where future growth will occur

SESSION FIVE

The US has been an unquestionable leader in programmatic media buying – eMarketer predicts that spending in the US will increase by another 48 per cent this year and will reach \$20.41bn by 2016 (totalling 63 per cent of US digital display ad spend).

But despite America's impressive advances, many expect advertisers to accelerate their programmatic efforts in the most emerging markets, including China. Five of the region's most knowledgeable programmatic experts took to the stage to discuss the growing capabilities of automated advertising across APAC.

Their panel session, 'The Rise Of Advertising Automation Across Asia', featured Luke Fenney, senior vice-president, market development, at The Rubicon Project; Meraj Qazi, digital sales director at *The Wall Street Journal*; Ros Allison, head of digital at ZenithOptimedia Australia; Henry Stokes, director of client development at Xaxis APAC; and Eddy Chan, marketing technology leader at Kimberly-Clark.

Changing pace

"Things are growing hugely in Asia. The Xaxis business is a great example of how we've doubled in size year-on-year," said Stokes. WPP-owned Xaxis has benefited from huge growth for its business in Asia. It now has 16 offices in APAC, its second-largest region after Europe.

Although there is no doubting APAC's programmatic potential, Stokes believes there's still more work to do: "We are maybe two



Discussing programmatic's possibilities

years behind – but it's being defined differently in each market. Local markets are taking a slightly different approach. China have created their own programmatic ecosystem. They are approaching data problems and inventory issues differently and doing things [their] way."

Over in Australia, programmatic is completely transforming the ad industry and is well on its way to becoming a leader in the field, believes Allison. "Real-time bidding has been absolutely transformative in the way we value data and view customers as individuals," she said. "There isn't anything happening in Europe or the US that isn't happening in Australia any more."

However, if programmatic is to reach its full potential, then advertisers must start thinking about it as a crucial part of their marketing strategy, agreed the panel. "We want clients to stop

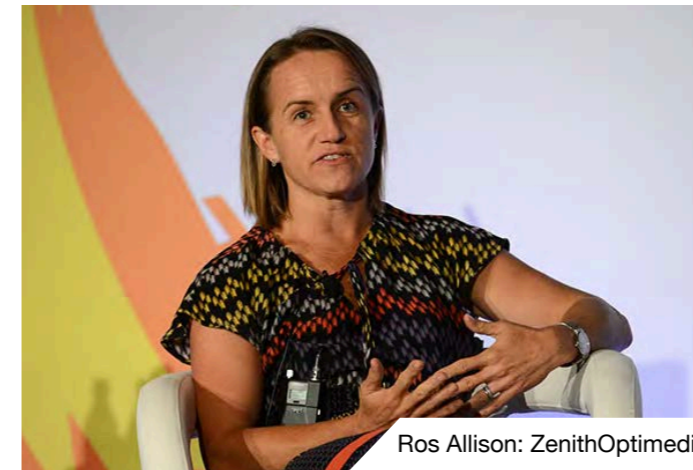
thinking about programmatic as a separate channel and instead as a means of transaction," said Allison.

Programmatic TV

Taking programmatic one step further, Chris Dobson, executive chairman of The Exchange Lab, explored a very current subject in his session, 'The Future of Programmatic TV'. He argued that traditional media has become digitised; cinema distributors have moved to digital



Tech to the fore



Ros Allison: ZenithOptimedia



Chris Dobson: The Exchange Lab

"CONSUMERS ARE VERY MUCH SCREEN-AGNOSTIC AND THEY ARE MOVING FROM MOBILE TO DISPLAY TO TV IN A WAY THAT THE INDUSTRY FINDS HARD TO CATCH UP WITH"

formats, and outdoor has invested in digital billboards. He explained that TV is the last of the traditional media sectors to move into programmatic and that these 'next generation' ad solutions all have one thing in common: technology. He believes it to be the connective tissue between content and the consumer, brands and advertising.

"Programmatic in the digital world is reshaping the way we think about trading larger audiences," said Dobson. "Consumers are very much screen-agnostic and they are moving from mobile to display to TV in a way that the industry finds hard to catch up with."

Digital revolution

Dobson explained that one of the problems causing slow growth for programmatic TV is that the industry is not keen on adopting new ways of behaving, unless it absolutely has to. However, he believed that the time is "very close" for that next revolution happening.

"Content is at the centre of the universe and plays the biggest part in consumers' lives – but they consume it in a very different way and like to be able to control when they do so," said Dobson. This, he argued, has been reflected in where industry

money has flowed: "Digital has overhauled every other media gradually," he explained.

The one medium that had sailed on, until now, was TV. But TV recently started travelling on a downward slope for the first time, and digital will overtake television revenues very soon, Dobson said.

"This will be a forcing factor," said Dobson. "Consumers are forcing together TV and digital in those central areas around video – whether it's on mobile, video-on-demand or social platforms."

"The only thing that hasn't had a common ancestry is the way the two are traded in terms of audiences.

They've remained separate. But I believe that the forcing factor of those converging components is going to rapidly increase the need to bring the two together," he added.

Premium means the same thing for TV and digital, and the way they think about brands and the value of inventory is very similar, believes Dobson.

"Therefore, the way we think about trading it shouldn't be that different either," he said.

"Both have things to learn from each other, but both have common themes that are making trading much more feasible across those screens," Dobson added. ■

BIG STATS

\$53bn

will be spent on programmatic globally in 2018 (Magna Global)

3

of the five biggest programmatic markets are in APAC (Magna)

616%

is how much China's programmatic ad spend grew in 2014 (Smaato)

\$501m

was spent on prog. in 'developing Asia' in 2014 (Magna)

MANAGING PERCEPTION AND THE CUSTOMER EXPERIENCE

Whether it is responding to a barrage of negative comments on a social network, or going into full crisis management in the wake of disaster, marketers have their work cut out in an increasingly complex media environment where experience is fundamental and attention is evermore divided

SESSION SIX

Brands the world over have found themselves subject to unprecedented levels of scrutiny in the past few years. Social media has created a forum for disgruntled consumers, while marketers must split their time between an ever-growing range of media channels and digital platforms.

Marketing has become as much about reputation management as selling – doubly challenging in the wake of a corporate crisis. This was brought firmly into view by the Festival's opening speaker, Malaysia Airlines' senior vice-president, head of marketing and products, Dean Dacko. Taking the stage with Prashant Kumar, IPG Mediabrands' regional president for Asia, Dacko revealed how the carrier is attempting to recover from the loss of MH370 and the shooting down of MH17.

He said the airline was able to benefit from a new, personalised digital marketing strategy: "What we created, it was never intended to support us in a crisis. We never imagined we would have the first or second event, the work was intended to support our business. We realised quite soon we were in new ground. There was no advice, no guide to show us how to do it. It was like having a body blow you weren't expecting. But our job was to take care of our customers, and the people who had gone through a massive change in their lives."

Consumer favourability

With the use of hashtags such as #staystrong and a one-to-one communications plan, monitoring



Left to Right: Blakeman, OMD; Lagor, Hasbro

58 million conversations worldwide, Malaysia Airlines has plotted its return to consumer favourability, even setting up a 'traffic light' system to determine whether a market is receptive to brand messages.

It is vital to take this wider view, according to Hasbro senior vice-president and general manager, Asia Pacific, Billy Lagor, with today's brand perceptions formed by a constantly evolving collection of experiences. Speaking in panel session 'The Role Of Brands In The 21st Century', he said brands have become the "accumulated experience" that each individual goes through: "As consumers interact, they end up taking as much ownership as the brand does. It's a story which changes and evolves.

"We have to make sure that the experience matters – the story and the content. There is no magic



Dean Dacko: Malaysia Airlines

formula – you can rough out a content plan for the next three years, but [it is difficult] until you understand who is reacting to what."

Steve Blakeman, chief executive of OMD Asia Pacific, agreed that brands "live in the minds of consumers" and that any weakness in communication will impact that perception. "The opportunity exists, we all know that, but as clients and agencies we are laggards. We've not moved quickly



Rohit Jawa: Unilever



Jeffrey Yang: Huawei

"HOW DO WE GET ATTENTION ON STEROIDS, WHEN MOST FILIPINOS ARE LOOKING AT THREE SCREENS? IT IS IMPOSSIBLE TO GET THROUGH TO TEENAGERS TODAY"

enough to mobile and that is to our detriment," he said.

Volume of content

Of course, this very fragmentation of communications channels and sheer volume of content are making it tougher for brands to cut through. Advertisers must not only compete with one another, but also with media owners and individual consumers, many of whom have far larger followings than brands.

This battle for the attention of younger consumers is the single biggest issue facing brand owners, claimed Rohit Jawa, chairman and chief executive of Unilever Philippines: "The attention economy is a big issue. How do we get attention on steroids, when most Filipinos are looking at three screens? When attention is split across so many options, it is impossible to get through to teenagers today – they are too busy Snapchatting and looking at their mobiles."

Rather than simply turning up the volume, like everyone else, the answer may be to dial it down and consider the 'soul' of the brand. In a session called 'Taking China Global', many had expected Jeffrey Yang, chief marketing officer at smartphone-maker Huawei, to dwell on how Chinese manufacturers are

set to overtake Western rivals in the coming years. Instead, Yang turned the focus on what brands can learn from Chinese philosophy, Leonardo da Vinci and Charles Dickens.

He told delegates they must consider the "intangible" in the pursuit of brand differentiation: "All things tangible exist to serve what is intangible. Take a smartphone: it comprises 10,000 components, but its tangibility serves the intangible, which is communication."

For Yang, there is a fundamental difference between marketing and promotion, and too many brands rely on the latter to fuel sales growth. "There is a lot of market noise but not enough marketing going on, and

too much crude language. This has caused the marketing efforts to go spiralling downwards," he said.

A more sophisticated approach would be to understand the "yin and yang" of the brand, its "masculinity and femininity", and to pay attention to the business equivalents of the 'five elements' of Chinese philosophy – fire, wood, earth, water and gold.

Marketers face a consumer and media environment which is more complex than ever. By taking one step back, and ensuring the basics are all in order, they may be better able to cope with whatever is around the corner – from angry customers on Facebook to the tragic events suffered by Malaysia Airlines. ■

BIG STATS

58m

online conversations are monitored by Malaysia Airlines worldwide

5,455

different mobile handsets are currently on sale in China

\$1.6bn

is Malaysia Airlines' commercial shortfall post-MH370

88

is the number of years Unilever has been in the Philippines



Festival of Media
GLOBAL
12 May 2015, Rome, Italy

Awards

207 Campaigns | 30 Countries | 98 Offices | 121 Brands

**VIEW THE
SHORTLIST**

#FOMG15

BOOK YOUR TABLE & ACCOMMODATION TODAY

LESSONS TO LEARN FROM ASIA PACIFIC'S BRIGHTEST LIGHTS

Three Showcase Sessions gave delegates the chance to hear how leading agencies and brands are approaching mobile engagement, customer insight and data-informed creativity

WHAT ARE BRANDS TRYING TO ACHIEVE FROM MOBILE IN ASIA?

SPOTXCHANGE

Cross-screen, multi-device planning is an increasing focus, according to Starcom MediaVest Group's Benjamin Yeow. Too many clients view Facebook as a surrogate mobile strategy, he said, and must look to improve their engagement.

Big Mobile Group's Graham Christie agreed, remarking that "no one ever gets disciplined for buying Facebook", but urged marketers to explore the many other mobile channels available.



"Most of our clients want to deliver brand experiences, rather than offer-based, click-based stuff," he said, adding that

emerging markets in South East Asia are not encumbered by "legacy models".

Allen Klosowski at SpotXchange forecast a "shift to branding" to target consumers for whom mobile is the "first screen". "Advertisers will move to more CPM-based, branded models, as opposed to a last click attribution/CPI model," he said.

Presented by: Matt Von der Muhll, Benjamin Yeow, Graham Christie, Allen Klosowski

HARNESSING CUSTOMER INSIGHT IN THE ERA OF SEAMLESS CONNECTED MEDIA

DUNNHUMBY

Consumers "expect to be understood", said Dunnhumby Thailand's James Merritt. Brands, therefore, must not bombard them with generic communications. However, the pace of change in Asia's media industry is "dramatically different" across markets, and brands must take this into account.

Merritt compared markets such as South Korea with his current location, Thailand, remarking that the quantity of available data is not consistent across APAC.

Rohit Kumar at Sociomantic Labs – acquired by Dunnhumby in 2014 – said having a one-to-one conversation with consumers at scale is the future of media. The changing customer journey and disruption of the media landscape, and how media is bought, are edging the industry towards "seamlessness", he said.

Merritt concluded: "Consumers have changed dramatically over the past ten years. Customers want a more relevant and personalised experience, and combining art and science gives us the



potential of unleashing a winning formula for the years ahead."

Presented by: James Merritt, Rohit Kumar

TELLING STORY BY DESIGN

SIZMEK

The modern marketer needs to reconcile the "three pillars" of ROI, building meaningful connections, and differentiating from competitors, according to Sizmek's Jordan Khoo.

He told delegates that great marketers are able to straddle the divide between creativity and data. The best digital marketing operates in an "infinity loop" in which those two elements combine to improve the relevancy of communications.

"Consumers have a lot of choices, and a lot of them are more appealing than your



ads," said Khoo. "So what do you do as an advertiser? Do you end up spending more money to buy more eyeballs?"

Khoo went on to criticise the "crappy creative" of many digital ads, and said creative is "lagging behind" as data analytics capability forges ahead. "The way we look at it, the whole industry is so concerned with the plumbing that no one is remembering the poetry," he said.

Presented by: Jordan Khoo

BEST IN SHOW FROM APAC'S FORWARD-THINKING BRANDS

The Festival drew to a close at the Capella Singapore with a stunning gala dinner ceremony, where this year's Awards winners were announced. Here we present the 17 Gold-winning campaigns, representing the very best work in APAC over the past 12 months



Chair of the Judges, Mondelez's Pete Mitchell

Best Use of Mobile



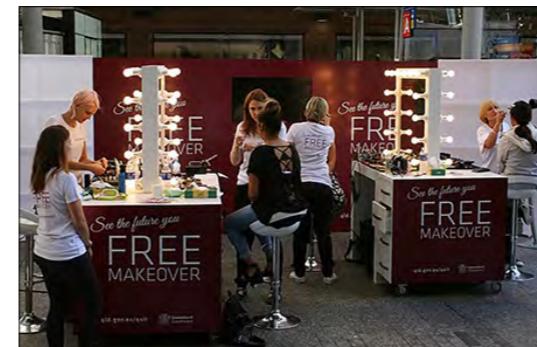
Title: Oreo 'Play Together' Creates Moments of Connection in China
Agency: Carat
Brand: Oreo
Country: China

Best Use of Video



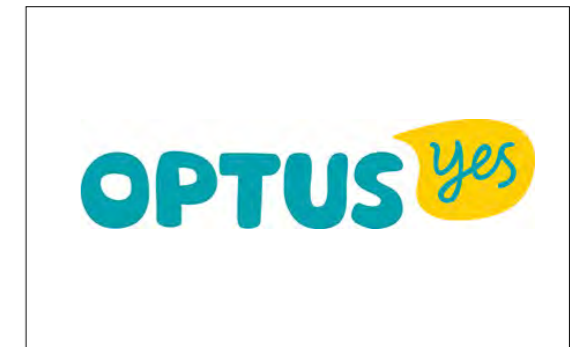
Title: Love in 8 seconds
Agency: PHD
Brand: Cornetto
Country: China

Best Experiential Campaign



Title: Your Future Is Not Pretty
Agency: MediaCom Australia
Brand: Queensland Government
Country: Australia

Consumer Research Award



Title: Measuring the real value of social media
Agency: Starcom MediaVest Group
Brand: Optus
Country: Australia

Best Content Creation Award



Title: 2015 IKEA Catalogue Launch Campaign
Agency: BBH Asia Pacific
Brand: IKEA
Country: Singapore

The Smart Use of Data Award



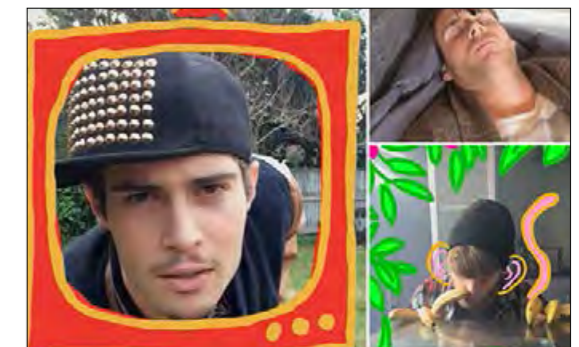
Title: Bonningtons Flu Tracker
Agency: Bohemia
Brand: Aspen Pharmacare
Country: Australia

The Utility/Public Service Award



Title: This World Heart Day take the first step towards Her heart health
Agency: Madison India
Brand: Saffola Life
Country: India

The Creative Use of Media Award



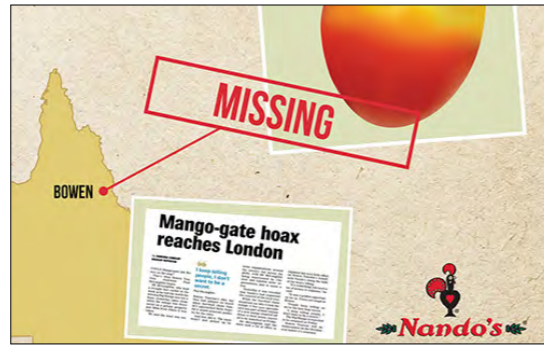
Title: TinnyVision
Agency: OMD
Brand: NZ Transport Agency
Country: New Zealand

Best Entertainment Platform



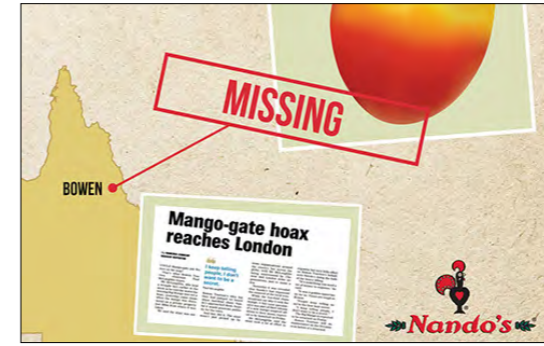
Title: How HP ignited the love of Millennials with what Millennials love
Agency: PHD
Brand: Hewlett-Packard
Country: Australia

Best Launch Campaign



Title: Stealing A Mango To Steal Share of Voice
Agency: Match Media
Brand: Nando's
Country: Australia

Best Social Media Strategy



Title: The Mango That Got A Nation Talking (& Meme-ing)
Agency: Match Media
Brand: Nando's
Country: Australia

Best Communications Strategy

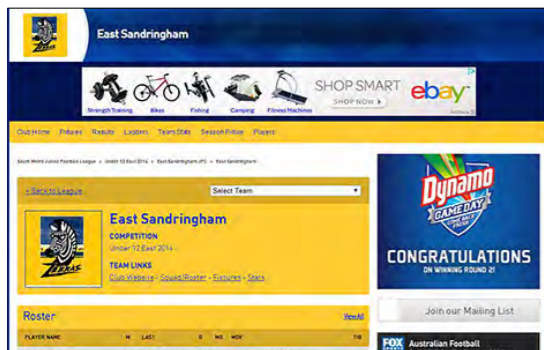
The Effectiveness Award

Best Targeted Campaign



Title: Penny the Pirate
Agency: OMD
Brand: Luxottica
Country: Australia

Best Use of Digital Media



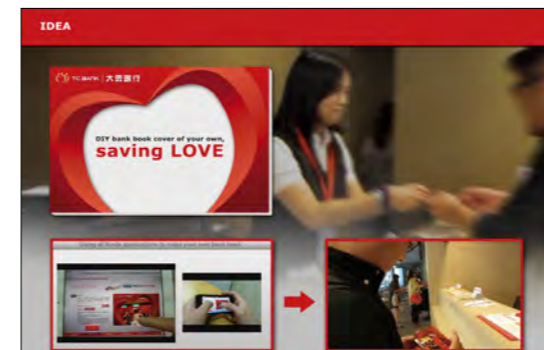
Title: Dynamo's Dynamic Data
Agency: MEC
Brand: Dynamo
Country: Australia

Best Use of Content



Title: Kids' Fasting Companion 30 days from Dawn to Dusk
Agency: UM
Brand: Friesland Campina SDN BHD
Country: Malaysia

Best Engagement Strategy



Title: The creation of a new touchpoint makes savings personal
Agency: ZenithOptimedia
Brand: TC Bank
Country: Taiwan

Campaign of the Year



Title: Penny the Pirate
Agency: OMD
Brand: Luxottica
Country: Australia

Agency of the Year



Winner: Starcom Australia

Agency Network of the Year



Winner: Starcom MediaVest Group





Festival of Media
LATAM

SAVE THE DATE

23-25 SEPTEMBER 2015

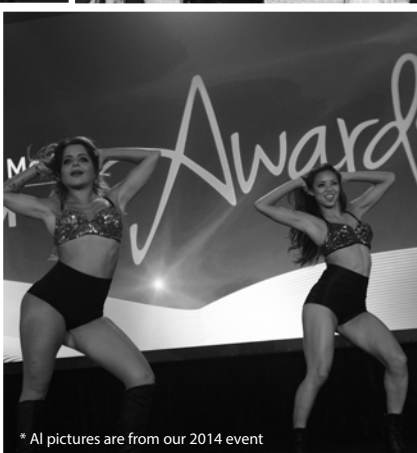
RITZ-CARLTON KEY BISCAWAYNE, MIAMI



PRICE FREEZE
Book now for 2014 rates

Conference: US\$1,599
Awards Gala: US\$199

BOOK NOW



* All pictures are from our 2014 event

festivalofmedia.com/latam | email: info@festivalofmedia.com