



SOCIAL MATTERS

by Branded & Social@Ogilvy

2014 PROGRAMME

14-15 October, Grand Hyatt Hong Kong

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DAY 1

Social Matters Workshops (RSVP Essential)

Tuesday 14 October

Grand Hyatt Hong Kong

Social Matters Experts Workroom

Curated by industry experts and Social Matters to give you practical hands-on experience and the 'inside story', these sessions will give attendees the chance to learn the disruptive, viral, surprising success stories and new business models in digital marketing. Sessions will include the latest case studies, panels and extensive Q&A.

ROOM: LOUNGE

11:00

Registration

11:30

From conversation to commerce

In this highly interactive session, attendees will be diving into realising the “fan economy”. With increasing budget pressure, savvy marketers aim to generate tangible business values and see measure impact. But how do you increase your digital engagement? How do you turn your fans into real business? How do you get internal stakeholders to unlock investments in game changing strategies?

At this session, participants will be involved in collaborative problem solving to yield collated peer-to-peer insights.

Delegates will be finding solutions for the following challenges:

- How do you increase your brand influence through social?
- How do you turn your fans into real business?
- How do you get internal stakeholders to unlock investments in game changing strategies?

Ken Hong, General Manager, Weibo Marketing Strategy, **Sina**

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CLOSED FOR REGISTRATION

This workshop is now full. If you have not registered, please note that we cannot guarantee you a seat for this session however there may be standing room available.

13:00

Lunch

14:00	<p>What makes great social content? Evaluating the content creation models LIMITED PLACES REMAIN. PLEASE REGISTER IMMEDIATELY TO AVOID DISAPPOINTMENT. Email: elsa@branded.asia</p> <p>In-house content creation: Reha Alev, Content Factory & Digital Communications Manager, Ford</p> <p>Leveraged/white label creation: Alex Light, Head of Content, VICE Australia</p> <p>Agency approach: Fergus Hay, Managing Director, Social@Ogilvy APAC, Global Brand Management, Ogilvy & Mather</p> <p>Moderator: Thomas Crampton, Global Managing Director, Social@Ogilvy</p>	
14:45	<p>In conversation with Brian Buckner</p> <p>Brian Buckner is an American television writer, most famously known for his work on sitcoms such as Spin City and Friends. He is currently serving as Co-Executive Producer of the Emmy and Golden Globe Award winning HBO vampire series True Blood.</p>	
15:30	Caffeine Matters	
16:00	<p>TRACK 1</p> <p>Content Creator's Master Class with Zach King LIMITED PLACES REMAIN. PLEASE REGISTER IMMEDIATELY TO AVOID DISAPPOINTMENT. Email elsa@branded.asia</p> <p>Zach is a globally renowned American Vine star, film-maker and YouTube personality. He is most known for his "magic vines" - six-second videos digitally edited to show as if he is doing magic. He calls his videos "digital sleight of hand".</p> <p>Zach's Vines have catapulted him to stardom, leading to an Ellen DeGeneres Show appearance and numerous co-branding opportunities.</p>	<p>TRACK 2</p> <p>By Invitation Only:</p> <p>Social media ROI is in the brain of the beholder. What does it mean to your brand?</p> <p>Kindly supported by:</p> <div style="text-align: center;">  <p>FT FINANCIAL TIMES</p> </div> <p>(Held in the Library)</p>
17:30	End of Day 1	



DAY 2

Wednesday 15 October

Grand Ballroom, Grand Hyatt Hong Kong

Day 2

7:15 **Registration opens**

8:00 **Welcome address**

Thomas Crampton, Global Managing Director, **Social@Ogilvy**
Jasper Donat, CEO, **Branded**

SESSION THEME: Content creation models and ROI

8:20 **Working with a creator**

The King of Vine: 6 Seconds is all you need

- How do brands partner with others on content to increase reach and/or enhance reputation?
- How do you engage large communities of your fans?
- Key ingredients for a successful creator/brand collaboration

Zach King, globally renowned Vine creator

Interviewed by: Thomas Crampton, Global Managing Director, **Social@Ogilvy**

8:50 **Partnering with a publisher**

Vice, Vice Baby: What is the commercial benefit of great social content?

- Why should brands invest in creating content?
- What type of content is the most readily shared?
- How can brands create video content that leads to deeper customer engagement?
- What are brands doing to create content to support thought leadership?

Alex Light, Head of Content, **VICE Australia**

9:10 **In-house newsroom**

Brand as Content Creator: The why's and the how's of doing-it-yourself

- What are the benefits of creating an in-house content team? How is this justified internally?
- How do I report the most important metrics in a way that aligns internal stakeholders?
- How do I apply data to encourage more sharing and advocacy?
- Can authentic content be designed to generate sales or leads? If so, how?

Dan Sloan, Editor-in-Chief, Nissan Global Media Center, **Nissan Motor Corp.**

Interviewed by: Kelly Yau, Head of Content, **Branded**

9:30 Building a content ecosystem

How do brands build a social content ecosystem and what are the business outcomes?

- Based on your brand's social character and my target audience's online interests, passions and behaviours, what experiences should be offered?
- How do brands find the influencers who are right for their community and audience?
- How do I create content to engage in real time conversations to drive business objectives?

Pratik Thakar, Vice President - Asia Pacific Creative & Content Excellence, **The Coca-Cola Company**

Interviewed by: Fergus Hay, Managing Director, Social@Ogilvy APAC, Global Brand Management, **Ogilvy & Mather**

9.50 Research blast

Setting up your brand for content marketing success

- What motivates users to consume and share content on professional social networks?
- What type of content are users likely to engage with?



Ben Russell, Senior Insights Analyst, **LinkedIn**

10.00 B2B social opportunity

The ROI of B2B content marketing

- How can brands better segment and understand audience content preferences on social in Asia?
- How do I ensure my organisation is creating content to drive the business and my brand's reputation forward?
- How do we accelerate and automate content creation and amplification?



Billy Sountornsorn, Insights Lead, Asia-Pacific & Japan Marketing Solutions, **LinkedIn**

10:15 Caffeine Matters



11:00 Evaluation of content creation models

Thomas Crampton, Global Managing Director, **Social@Ogilvy**

11:10 Digital shaping the world

"If Facebook was a country": Which of our identities really matter in the future?

- How is social media driving new identities?
- What does the new face of global identity look like?
- Why has "civicism" replaced nationalism?

Parag Khanna, Managing Partner, **Hybrid Reality**

SESSION THEME: Mobile Marketing Innovation and ROI

11:30 The mobile chat opportunity

KakaoTalk: How can brands engage and 'talk' to new users?

- How are the most successful brands utilising KakaoTalk?
- What is different about targeting consumers on mobile devices compared to other social platforms?
- Kakao's visions for the next platform strategy on mobile

Euntaek Hong, Executive Vice President, **Kakao Corp.**

11:50 Marketing on mobile platforms

Harnessing WeChat for direct sales: Case studies of what works and its return on investment

- Online to offline engagement: How are the most successful brands utilising WeChat for sales?
- How are brands integrating WeChat strategies into the rest of the marketing mix?
- What are the three key ingredients to maximise business outcomes for brands using WeChat?

Milan Chiang, CEO, **VeryTechnology**

12:20 Make your product talk

Lots of engagement and no budget: Smashing your way to the top of consumers' minds

- How did OnePlus generate huge PR and lots of social fans without any budget?
- What were the business outcomes from viral "Smash the Past" campaign?
- Top tips on maximising small budgets in content marketing

Pete Lau, CEO, **OnePlus**

12:50 The role of e-commerce in mobile marketing

Build social and mobile into your company's DNA

- What is Viss and why are millions of fashionistas utilising it?
- What is "Shop the Look" and how are consumers using this?
- How are brands utilising this to generate sales for their products?

Ivy Wong, CEO, **Viss**

Interviewed by: Jasper Donat, CEO, **Branded**

13:05 Research blast: Mobile ROI beyond click-throughs

Joe Webb, Regional Head of Digital, **TNS Asia Pacific**



13.15 Lunch

14:30 Evaluation of mobile marketing ROI

Thomas Crampton, Global Managing Director, **Social@Ogilvy**

14.40 Gamifying engagement

Do you have game? Opportunities for consumer engagement through gamification of brands

- How does gumi build its social network of loyal fans?
- What can brand marketers learn about engagement from gaming?
- What opportunities do you see for brand marketers who want to integrate micro-payments and gamification into their consumer marketing?

Hironao Kunimitsu, Founder & CEO, **gumi Inc.**

SESSION THEME: Measuring ROI

15:00 Measuring and defining social success

How is my social media presences aligned with my business goals?

- How does one ensure that our brand is using social media to the full extent possible?

- How do we ensure our top executives are visible in social to achieve our business goals?
- How should marketers translate insights from different aspects of social challenge into a single strategy that addresses a business ambition?

Ronita Mitra, Senior Vice President — Brand Communication & Insights, **Vodafone India**

Interviewed by: Kunal Jeswani, Chief Digital Officer, **Ogilvy & Mather India**

15:20 **Aligning sales with digital marketing**

Defining the metrics: What is social and digital's ROI?

- How to justify spend on digital in a way internal stakeholders understand
- Xbox community: Using digital to create a product-selling platform
- How do you generate leads using social media?

Andrew Pickup, Senior Director, Communications, **Microsoft Asia**

Interviewed by: Fergus Hay, Managing Director, Social@Ogilvy APAC, Global Brand Management, **Ogilvy & Mather**

15:40 **Measuring the ROI of Sina Weibo**

Unlocking the return on investment for the world's biggest economy: The power of a billion

- What are some of the ways in which Chinese consumer behaviour differs from the rest of the world?
- What are the strategies that enable brands to utilise "fan economy"?
- How are the savviest brands defining and measuring ROI on Sina?



Ken Hong, General Manager, Weibo Strategy Marketing, **Sina**

Interviewed by: Thomas Crampton, Global Managing Director, **Social@Ogilvy**

16:00 **Caffeine Matters**



16:30 **Measuring What Matters: What metrics really count**

- The Evolution of Performance Metrics
- Measuring ROI
- The Value of Real-Time Content



Simon Trilsbach, Vice President, APAC, **Socialbakers**

16:55 **Measuring the ROI of Twitter**

The next phrase of brands and social: What is the business challenge we must solve?

- What are the key differences between how users in emerging markets behave compared to developed markets?
- What are the most interesting ways brands use twitter to maximise relevant engagement and the business results?
- How should brands be measuring ROI on Twitter?

Peter Greenberger, Managing Director, Emerging Markets, **Twitter**

Interviewed by: Josh Noble, Asia markets reporter, **Financial Times**

17.10 **An audience with...**

Brian Buckner is an American television writer, most famously known for his work on sit-coms such as Spin City and Friends. He is currently serving as Co-Executive Producer of the Emmy and Golden Globe Award winning vampire series True Blood.

Brian Buckner, renowned TV Writer and Producer

Interviewed by: Fergus Hay, Managing Director, Social@Ogilvy APAC, Global Brand Management, **Ogilvy & Mather**

17.50 **Closing of Social Matters**

Thomas Crampton, Global Managing Director, **Social@Ogilvy**

18.00 **End of Social Matters**