



3 & 4 JULY 2024 (WED & THURS)

**9.00am - 6.00pm | CONNEXION CONFERENCE & EVENT CENTRE
@THE VERTICAL, BANGSAR SOUTH CITY**

BFM.MY/BRANDFEST

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BUILDING FUTURE MARKETEERS

For two days of a Public Face-to-Face & Public Remote Online Conference, join 25 of the region's top branding experts who will share their know-how and experience with you for the benefit of your business and brand portfolio.

The 19th instalment of the BFM Brandfest conference will share the useful Ideas, Insights and Information in order to unlock the potential of your brand portfolio, and add value to your brand marketing and business development plans for 2024 and 2025!

WHAT IS BFM BRANDFEST?

The BFM Brandfest is an annual conference designed for C-Suites, Brand Custodians, Marketeers and Business Professionals, delivering useful Ideas, Insights and Information from the brand management and strategic marketing space.

The BFM Brandfest is purposed to augment the strategic capabilities of the intended delegates; and they will post-participation enhance the value of their brand marketing and business plans, deliver the targeted conversions, and increase revenue as well as market share.

WHO SHOULD ATTEND?

The content of the 19th BFM Brandfest will benefit any professional or entrepreneur who is required to strategize and grow their brands, products and business; regardless of industry and category.

WHY ATTEND?

The 19th BFM Brandfest will deliver Actionable Ideas, Insights and Information in order to help brands to thrive in a challenging 2024 and 2025. 25 Experts will present a slew of informative brand marketing case studies along with frameworks, tools and techniques. A unique series will offer useful tips for selecting the right social platforms to connect with customers.

Other informative sessions include:

- AI & The Dinosaur
- Ramp-Up with WhatsApp
- TikTok Shop is a Thing!
- Managing Reputation Amidst Uncertainty
- East Malaysia Beckons!
- Data, Analytics & Growth
- Hot In Out @ eCommerce
- Just Ask Lazada (eCommerce Q&A Session)
- Optimising Media Investments



THIS YEAR'S TOPICS:

Fresh Ideas, Insights and Information from 24 Not-to-be-Missed Presentations!

1. AI & The Dinosaur
2. CUCKOO's Story: Phenomenal Growth Amidst Challenges
3. Spritzer's Story: Relaunch and Rebrand Effectively
4. Ramp-Up with WhatsApp
5. TikTok Shop is a Thing!
6. Scaling-Up Brand Revenue
7. Managing Reputation Amidst Uncertainty
8. East Malaysia Beckons!
9. Navigating a Challenged Economy
10. Creativity Pays!
11. Meet The Brutally Frank Marketeers!
12. Data, Analytics & Growth
13. Hot In Out @eCommerce
14. eCommerce New Market Penetration
15. Just Ask Lazada (eCommerce Q&A Session)
16. Optimising Media Investments
17. Engaging Chinese Consumers
18. Engaging Malay Consumers

**#Plus: Six 60-Seconds Actionable Ideas on:
"Points to Ponder: Useful Common-Sense Marketing Ideas
& Tips for Steering in Various Challenging Brand Marketing
Situations!"**

PROGRAMME

DAY 1 | 3 JULY 2024, WED

8.00AM

REGISTRATION & WELCOME REFRESHMENTS

9.00AM

WELCOME ADDRESS BY CHAIR

– Andreas Vogiatzakis, Executive Director, AMVPLUS ADVISORY

9.15AM

SESSION 1: AI & The DINOSAUR

“AI This That, and the Uncertain Future of Dinosaur CMOs”

“I started my first job in 1998. Which makes me - in marketing terms at least - a dinosaur. As a leader of marketing teams, I'm excited by the tremendous potential of integrating AI across different parts of marketing from insight to ideation, from quickening production to improving media outcomes. As a dinosaur, I'm terrified,” Sulin Lau. This keynote shares both professional and personal perspectives of how to walk that narrow, rocky path between Relevance, Adaptation and Obsolescence.

Speaker:

Sulin Lau, Regional Head of Marketing and Brand – SEA, Grab

10.00AM

SESSION 2: MANAGING REPUTATION AMIDST UNCERTAINTY

Is Your Brand Reputation Safe from Divisive and Controversial Local or International Issues?

Swift calls for the boycott of any brand can unexpectedly happen when consumers perceive an alleged misstep by said brands over issues that are close to their heart. Recent calls for the boycott of once-considered invincible brands have resulted in lower traffic, loss of revenue and plummeting brand sentiments.

So, how can PR and Brand Marketing team strategically navigate increasingly divisive issues, and manage brand reputation?

This case-supported presentation will explore the methodology behind measurement to help your PR and Brand Marketing teams plan and execute proactive and reactive measures when confronting controversial issues, tackle reputational issues strategically as they arise, and correctly gauge sentiment of brand conversations.

Speaker:

Jeremiah Rodrigues, General Manager, CARMA Malaysia

10.45AM

COFFEE BREAK

PROGRAMME

DAY 1 | 3 JULY 2024, WED

11.15AM

SESSION 3: EAST MALAYSIA BECKONS!

Insights, Trends and Opportunities for Brand Builders in Sabah & Sarawak

The East Malaysian market may seem like a bit of a mystery to some of us; feeling very distant at times. How much do we really know about the consumer sentiments, shopper behaviours, the retail & product landscape, seasonal/festive impact, as well as the different challenges in logistics in East Malaysia? Or are we just treating Sabah & Sarawak as an adjunct to Peninsular Malaysia by applying a blanket strategy for the sake of efficiency? This presentation will unveil the hidden truths about East Malaysia, so that brand builders will be better able to make informed decisions on how best to tackle this region in a targeted and efficient manner, to unlock its potential for incremental growth by optimizing:

- FMCG Forecast
- Shopper reaction to inflation
- Portfolio & category management
- Channel strategy
- Promotion strategy
- Demographic targeting

Speakers:

- Christopher Choong, Account Director, Kantar Worldpanel Malaysia
- Keith Daniel Dhanaraj, Advanced Analytics Manager, Kantar Worldpanel Malaysia

12.00PM

SESSION 4: Meet the BRUTALLY FRANK MARKETEERS!

Ask Away and Receive Workable Solutions to Your Brand Marketing Challenges and Doubts!

From insights to brand building to trade marketing to pricing to communications to managing a marketing team across both B2C and B2B sectors – this is your opportunity to “Just Ask” the practitioners who will inspire you with their experience and expertise, and furnish workable solutions to your brand marketing challenges!

So, pile-Up your questions! Post them real-time! Receive practical ideas, tips & solutions from:

- Santharuban Thurai Sundaram, Chief Executive Officer, Etika Holdings Sdn Bhd (Malaysia, Singapore, Brunei)
- Sulin Lau, Regional Head of Marketing and Brand – SEA, Grab

1.00PM

LUNCH

PROGRAMME

DAY 1 | 3 JULY 2024, WED

2.00PM

SESSION 5: RAMP-UP with WHATSAPP

Case Studies: Unlock the Power of WhatsApp to Drive Conversions, Increase Revenue and Manage Customer Lifetime Value!

Personalised, Effective and Higher Open Rates best describe the power of WhatsApp to unlock revenue increasing opportunities for your brand. And in a recent survey, about 97.7 percent of respondents in Malaysia stated that their favourite communication application was WhatsApp. The conversions and revenue growing opportunity becomes clear when over 13.8 million Malaysians use WhatsApp every single day. This case- backed presentation will explain how your brand can unlock the power of WhatsApp from engagement to conversion to consistent revenue streaming.

Speaker:

Ng Hun Jie, Commercial Director, The D Group

2.30PM

SESSION 6: DATA, ANALYTICS & GROWTH

Why Trustworthy Data Should Be the Bedrock of a Brand's Marketing Initiatives, and What are the Key Ingredients to Build a Data-Driven Marketing Organization

1-to-1 marketing has been the elusive holy grail of brands for over a decade. But do marketers really know their customers or are they still guesstimating? Discover how brands can capitalize on data to unlock insights on their customers and optimize their processes. This informative presentation will share case studies on how other brands have successfully used data analytics to improve their marketing efforts.

Speaker:

Auzani Ridzwan, Head of Partnership,
Data Transformation Axiata Digital & Analytics (ADA)

3.00PM

SESSION 7: HOT IN OUT @ ECOMMERCE

What's New, What's Hot, What's In, and What's Out – What Must Brand Builders Do in Malaysia's Dynamic eCommerce Space!

The status quo shift in the dynamic eCommerce sector is largely driven by both proactive and reactive competitive forces. Evolving technologies, innovative media, and newer modes of delivering a brand message and product features offer eCommerce marketers plenty of opportunities to grow faster or otherwise. With platforms now experimenting with AI to drive conversion and content, the lines between local and global consumer outreach are blurring. These are just some of the many key trends marketers must pay attention to, and this presentation will show you What's Hot and In, as well as What's on the Way Out!

Speaker:

Zed Li, Chief Operating Officer, Lazada Malaysia

3.45PM

TEA BREAK

PROGRAMME

DAY 1 | 3 JULY 2024, WED

4.15PM

SESSION 8: NAVIGATING A CHALLENGED ECONOMY **Strategies for Aligning Your Businesses and Brands** **with the Changing Needs and Values of Malaysian** **Consumers Amid Economic Uncertainty**

In today's dynamic market landscape, understanding consumer behaviour is paramount for businesses to thrive. Of late, encouraging signs seem to be the beacon for marketers, yet consumer sentiment remains muted. This presentation draws insights from an inaugural consumer tracking study, shedding light on the shifting needs, values, and expectations of Malaysian consumers. Unravelling the intricacies of consumer behaviour, it equips marketeers to seize emerging opportunities for brand growth.

Speakers:

- Kiron Kesav, Chief Strategy Officer, Omnicom Media Group Malaysia
- Julie Ng, Co-Founder, Vase.ai Market Research

4.45PM

SESSION 9: ECOMMERCE NEW MARKET PENETRATION **Taking Advantage of Proven Ways to Grow Revenue from** **New Markets Within the Online Space**

When conversions and revenue hit a saturation point in the current online market, the strategic response is to identify new sources of business and explore new ways of doing business. From campaign planning to leveraging collaborations and more, this case-supported presentation will offer ideas and insights for growing revenue from the eCommerce environment when the present sales environment becomes saturated.

Speaker:

Emilia Lee, Fashion Director, Lazada Malaysia

5.30PM

SESSION 10: JUST ASK LAZADA

From online shopper insights to brand building to data analytics to store operation to managing pricing to marketing and to logistics – we invite you to seize this opportunity to “Just Ask LAZADA” and receive potentially workable solutions to your eCommerce Marketing challenges!

So, pile-Up your questions! Post them real-time! Receive practical ideas, tips & solutions from:

- Zed Li, Chief Operating Officer, Lazada Malaysia
- Emilia Lee, Fashion Director, Lazada Malaysia

6.00PM

End of Day 1

In addition, and in-between for 2 days: Six 60-Second Actionable Ideas and Tips

“POINTS TO PONDER: USEFUL COMMON-SENSE MARKETING IDEAS & TIPS FOR STEERING **IN VARIOUS CHALLENGING BRAND MARKETING SITUATIONS!”**

- Mohan Alagappan, General Manager
GBA Corporation Malaysia

Your product range has extensive variety – which variants will you flagship? A tiny budget for research – how will you hit the streets and gather useful information? Launch budget cannot support aggressive campaigning – what is the better way to launch and increase off-take? White spaces, channel strategy, pricing dilemma and more – These and other burning challenges will be answered through six 60-seconds actionable capsules.

PROGRAMME

DAY 2 | 4 JULY 2024, THURS

8.00AM **REGISTRATION & WELCOME REFRESHMENTS**

9.00AM **INTRODUCTION BY CHAIR**

– Andreas Vogiatzakis, Executive Director, AMVPLUS ADVISORY

9.15AM **SESSION 1: PHENOMENAL GROWTH AMIDST CHALLENGES**

CUCKOO's Inspiring Story: Find Out How a Dynamic Brand Grew Amidst Challenges to Become Malaysia's Leading "Healthy Home Creator"; in Just Under 10 years!

CUCKOO had everything to do with water purifiers since 2014. Fast forward to 2024, the brand now plays host to a diverse range of Healthy Home solutions whilst serving over 1.7 million Malaysians. The coordination of channel strategy, pricing strategy, product innovation, quality assurance, and among others brand collaboration continues to fuel CUCKOO's phenomenal growth, despite challenges. This not-to-be-missed informative presentation will share CUCKOO's inside-story.

Speaker:

Queenie Goh, Chief Marketing Officer, CUCKOO International (MAL) Sdn. Bhd.

10.00AM **SESSION 2: RELAUNCH AND REBRAND EFFECTIVELY**

Spritzer's Story: The Brand Transformational Journey in Reinvigorating the Bottled Water Category, from Packaging, to Innovation, Communication Strategy and Sustainability.

Say Spritzer and one will think of silica mineral, the iconic bottle shape, the turquoise cap, and the rainforest label design. It is not merely mineral water, but beyond that. How does a 30-year-old mature brand transform its brand narratives in the pursuit of becoming Malaysia's favourite brand. The risk of exiting from its past heritage, identity and embracing and communicating a completely new identity has not been easy. A not-to-be-missed story about consistent brand building, thoughtful product and packaging innovation, effective comm campaigns, and topped with genuine commitment to sustainable practices for a greener future. Spritzer's story and the strategies deployed in rebranding itself successfully will hopefully inspire you to evolve your brand and product in this fast-changing consumer era.

Speaker:

Chan Shiao Chew, Head of Marketing, Spritzer Group

10.45AM **COFFEE BREAK**

PROGRAMME

DAY 2 | 4 JULY 2024, THURS

11.15AM

SESSION 3: TikTok SHOP is a THING!

Ideas & Insights: Unleashing the Power of TikTok Shop to Enhance Engagement, Drive Conversions, and Increase Revenue

15-seconds on TikTok Shop may feel very fleeting to garner attention. But the collusion of audiences that are time-sensitive and powerful content can unleash opportunities for brands to engage customers, drive conversion and grow market share. It all begins with useful audience insights, and powered by useful indicators and frameworks that advise exactly how brands can engage audiences on TikTok Shop. This case-backed tag-team presentation will explain how your brand can unleash the power of TikTok Shop for engagement and conversion.

Speakers:

- Tee Kee Lion, CEO & Founder, Store N Go
- Nur Azre Abdul Aziz, Head of Offline Acquisitions & Partnership, TikTok Shop Malaysia

12.00PM

SESSION 4: CREATIVITY PAYS!

Fireside Chat: Unlocking Creativity as a Brand-Building Superpower

Join the co-chairs of the 4As Malaysia Creative Council in a fireside chat on the power of creativity as they speak to three seasoned marketers who have a track record for drawing on creativity to win long-term fans for their brands. Our three marketing leaders have been behind iconic campaigns that have not only won the hearts and audiences and recognition at the recent 4As Kancil Creative Awards (Malaysia's premier award for creativity), but also business success for the brands they helm. Join their intimate chat as they discuss their experiences in navigating the challenges and opportunities in committing to creative brand-building through thick and thin.

Panellists:

- Andrew Yeoh, Group Head of Marketing, TIME dotCom.
- Tai Kam Leong, Chief Sales & Marketing Officer, Astro
- Tiffany Tang, Marketing Director of Malaysia, Singapore and Vietnam, Reckitt

Moderators:

- Adam Miranda, Co-Founder / Executive Creative Director, Fishermen Integrated
- Emir Shafri, Chief Creative Officer, Publicis Groupe Malaysia

1.00PM

LUNCH

2.00PM

SESSION 5: OPTIMISING MEDIA INVESTMENTS

Ideas to Optimize Media Investments for Your Brands and Increase Conversion Rates

Higher conversions and sales revenue! These key deliverables are to be expected from any media plan and strategy. Sustainable growth comes when the media strategy is balanced enough to build a brand that consumers love, and delivers business performance in recurring short-term cycles. It begins with an audit of current happenings in the media landscape, builds an evolving near-future and mid-term scenario of the fragmented landscape, moves to reconcile with actionable customer and audience insights, and engages customer demand with media-platforms that will deliver results. This presentation will deliver 2 segments – the first will furnish useful data about the current media landscape along with trends and the second, case studies of effective use of media across effective platforms to deliver conversions and higher revenue.

Speaker:

Saurabh Chandrashekhar, Managing Director, EssenceMediacom Malaysia

PROGRAMME

DAY 2 | 4 JULY 2024, THURS

2.45PM

SESSION 6: SCALING-UP BRAND REVENUE

Case Studies: Discover How Your Brands Can Leverage the Power of Affiliate Marketing to Scale-Up Sales Conversion and Increase ROI

From automobile to fashion to gaming to property, literally any product category – undervalued revenue streams such as affiliate marketing offer marketeers the opportunity to increase their total revenue and share of market; and at a rapid pace. This case-rich presentation will propose how marketeers can use the right tools and frameworks to leverage the power of affiliate marketing; and why dabbling in it is worth the energy and resources.

Speaker:

René E. Menezes, President and Co-Founder, Involve Asia

3.30PM

TEA BREAK

4.00PM

SESSION 7: ENGAGING CHINESE CONSUMERS

Deep Dive into the Segments and Mindset of Chinese Consumers in Malaysia; Explore Growth Opportunities for Your Brand and Drive Conversions

The size of the Malaysian Chinese Consumer segment may have flatlined; yet the segment presents opportunities to increase conversions and grow revenue. Brand Builders must deep-dive and address these questions: Can we generalise the Chinese Malaysian in terms of traits? How are they different in outlook towards life, education, lifestyle, careers, consumption, or shopping? How do we engage the various Chinese Malaysian segments and increase revenue? This informative presentation will detail nuances of the various Chinese Malaysian clusters and unveil the windows of opportunity for brand builders.

Speaker:

Tan Lee Chin, Group COO (Group Content and Strategy), MCIL Malaysia

4.45PM

SESSION 8: ENGAGING MALAY CONSUMERS

Case Studies: Effective Creative Communication and Activation Strategies that Engages Malay Consumers

Effectively connecting with and engaging the largest segment in Malaysia must top the list of every brand builder. The Malay consumer segment is undoubtedly fragmented. One needs to examine and dissect the segments and understand them more intimately. This will help in developing a relevant and compelling campaign or marketing activation. It's not one size fits all when developing campaigns or activations for the Malays or any consumer segment. Come and see how brands and businesses can effectively target and execute better through a sharing of case studies, campaigns and activation examples. This is an opportunity to walk away with key communication or activation ideas for engaging Malay consumers.

Speaker:

Leonard Lim, Chief Strategy Officer, Ideascape Consulting Group, Malaysia

5.30PM

End of the 19th BFM Brandfest 2024

REGISTRATION FEES PER DELEGATE (Please tick only one box)

☐ RETURNING
BRANDFEST
DELEGATES
and/or company
RM 1,430

☐ EARLY
BIRD
(until 26 April 2024)
RM 1,800

☐ REGULAR
TICKET
RM 2,000

☐ GROUP
TICKET
(3 or more)
RM 1,700

☐ PUBLIC
REMOTE ONLINE
RM 1,300

Ticket prices are EXCLUSIVE of 8% SST | Tickets are NON-REFUNDABLE | 100% HRD Corp Claimable | Includes access to the conference and refreshments

For Enquiries & Group Registration (more than 5 pax), please contact:
BFM Events | Tel : +6011-2571 2689 | Email : events@bfm.my | OR register online at bfm.my/brandfest

ATTENDING PUBLIC FACE-TO-FACE FORMAT

DELEGATE INFORMATION (Please type OR write in block letters)

FULL NAME (AS PER IC)	MOBILE	EMAIL	POSITION

ATTENDING PUBLIC REMOTE ONLINE FORMAT

DELEGATE INFORMATION (Please type OR write in block letters)

FULL NAME (AS PER IC)	MOBILE	EMAIL	POSITION

REGISTRATION FORM

Please complete this form and email to events@bfm.my for manual processing.

COMPANY: _____	HRD CORP REGISTERED: YES <input type="checkbox"/> NO <input type="checkbox"/>	APPLYING FOR HRD CORP GRANT? YES <input type="checkbox"/> NO <input type="checkbox"/>
MAILING ADDRESS: _____ _____	(Important Note: In line with HRD Corp's rules – After HRD Corp's approval of the first batch of registered delegates, more new delegates will require a separate fresh grant application and approval from HRD Corp. Please inform us 30 days prior to the event if change of delegates applies. No cancellations are permitted 4 weeks prior to the event.)	
POSTCODE: _____	CONTACT PERSON: _____	POSITION: _____
TEL: _____	EMAIL: _____	PAYMENT METHOD: BANK TRANSFER <input type="checkbox"/> CHEQUE <input type="checkbox"/>
(Please tick only one box)		

- Full payment is required at least **30 working days** prior to the event • Confirmation of participation will only be made **AFTER** full payment is made prior to the event
- We reserve the right to refuse admission if payment is not received on time.

ADMISSION DETAILS

19th BFM BRANDFEST 2024

Date: 3 - 4 July 2024
(Wednesday & Thursday)

Time:

9.00am-6.00pm
(Registration starts at 8.00am)

Venue:

Connexion Conference & Event Centre @The Vertical,
Grand Summit Ballroom, Level M1, No. 8, Jalan Kerinchi,
Bangsar South, Kuala Lumpur 59200.

Fee includes admission to the BFM Brandfest 2024 event, and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

TERMS & CONDITIONS

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd ("BFM").

Companies applying HRD Corp Grant

1. HRD Corp Grant Application:

- Delegates are advised to submit grant application to HRD Corp for timely approval via e-TRIS system once registration is confirmed. Please inform BFM once grant has been applied and approved together with the Grant ID received from HRD Corp. Guide on the application process [here](#).
- Following HRD Corp's approval of the first batch of registered delegates, should there be any amendments ie. additional/reduction of pay or change of delegate's details, a grant modification and further approval from HRD Corp is required. Please inform BFM at least 30 days prior to the event. Guide on modification process [here](#).
- Companies are advised to submit grant applications for each format (**Public Face-to-Face** format or **Public Remote Online** format) separately and indicate the delegates' full details accordingly.
- Please ensure to select the correct type of training in the e-TRIS system when applying for the grant. For the delegates attending **Public Face-to-Face** format, please select "**Public**"; and for the delegates attending the **Public Remote Online** format, please select "**Remote Online Training (Public)**".

2. Cancellation / Substitution:

Delegate names must be listed in HRD Corp's e-TRIS system for grant eligibility and approval. Please inform BFM if there's changes in delegates at least 30 days before the event.

- Delegates will need to sign HRD Corp's attendance T3 form for both days during the event as proof of attendance as part of HRD Corp's requirement.
- Full payment from the attending company is required for names not listed in HRD Corp's e-TRIS system.
- Registered delegates will have to attend two (2) full days of the event as part of HRD Corp's claim requirement. Direct full payment will be required should the delegates did not attend both days or one of the days.
- No cancellations are permitted 4 weeks prior to the event.

Companies NOT applying HRD Corp Grant

1. Registration & Payment Terms: Following completion and return of the registration form, full payment is required at least 30 working days from receipt of invoice. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.

2. Cancellation / Substitution: Provided the total fee has been paid, substitutions are allowed 14 working days before 19th BFM Brandfest 2024 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM.

General Terms & Conditions

1. Copyright etc: All intellectual property rights in all materials produced or distributed by BFM in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.

2. Cancellation / Substitution: While every reasonable effort will be made to adhere to the advertised package, BFM reserves the right to change event dates, sites or location or alter the content and timing of the programme or the speakers without penalty and in such situations, no refunds shall be made.

By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM will not be able to mitigate its losses for any less than 100% of the total published value. If for any reason beyond its control, BFM decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client.