

MARKETING PULSE ONLINE

30-31/3/2021

MARKETINGPULSE

Asia's Premier Marketing and Branding Conference



MarketingPulse is an integrated branding and marketing conference where global marketers, brands, advertising agencies, media, enterprises and innovation professionals can discuss marketing trends, exchange best marketing practices and explore new collaborations in Asia. From defining new marketing strategies to events that connect players and catalyse development, MarketingPulse is not only a conference, but an inspiring rendezvous to explore new frontiers in the markets.

The next MarketingPulse will be held online on 30 -31 March 2021. Under the theme "Marketing for Good", MarketingPulse ONLINE will lead the discussion on how marketing and creativity can contribute positive energy to all stakeholders, society and the world. The two-day virtual conference will bring you inspirational sharing from brands and agencies, practical marketing know-how through a series of workshops, as well as networking opportunities connecting you with marketers in Hong Kong and around the world.

STAY
ON THE
PULSE OF
MARKETING

Event Overview



MARKETINGPULSE



Key Topics



Positive Branding

- Brand Purpose
- New Customer Behavior & Future of Marketing
- Storytelling & Creativity
- D2C & Community Marketing

China Marketing

- Brand Revitalization
- Short Video & Social Marketing
- Livestream Commerce in Mainland China

Digital Future and Innovation

- Personalisation & Digital Innovation
- 5G
- Sonic Branding
- Data-driven Marketing
- Gamified Marketing

Who Should Attend?

MARKETERS

- Brand Owners
- C-suite Level Executives
- Sale & Marketing Executives
- Digital Strategists
- Key Opinion Leaders

AGENCIES/MEDIA

- Advertising Agencies
- Creative Agencies
- PR Agencies
- Social Media Platforms
- Media and Publishers
- Brand Consultants

and many more...

Participants

Profile

MAJOR INDUSTRY SEGMENT OF MARKETERS

- Financial Services
- Fashion & Garment
- Household Products
- Tourism & Hospitality
- Design Services & Brand Strategy
- Electronics & Electricals
- Food & Beverage
- Jewellery
- Toys & Games
- Logistics & Transportation Services
- Film & Entertainment
- Health & Beauty
- Property & Real Estate
- Watch & Clock

Overseas (mainly Asia)

30%

Mainland China

10%

Others

10%

Hong Kong

60%

Origin

Marketers

55%

Agencies/Media

35%

Nature of Business

Past Speakers



Evan Greene
The Recording Academy (till Mar 2019)
(The GRAMMYS)



Joshua Grossberg
McCann New York



Li Hui
Shanghai Yitiao Network Technology Co., Ltd.



Regina Hui
McDonald's China



Jonathan Mildenhall
TwentyFirst-CenturyBrand
Airbnb (2014 - 2017)
Coca-Cola (2006 - 2014)



Uri Minkoff
Rebecca Minkoff



Marcelo Pascoa
Burger King
(till Jul 2020)



Gunyarak Piyakhun
Siam Piwat Company Limited



Sara Riis-Carstensen
De Beers (till Dec 2019)
LEGO (2010 - 2018)

Hear what our participants said...



MarketingPulse allows a lot of professionals to get together, to hear from the best, to understand what is happening in the world and what is going to happen in future with innovation.

Ms Bozoma Saint John

Chief Marketing Officer, Endeavor
(till Jun 2020)

(Former Chief Brand Officer, Uber
Former Head of Global Consumer Marketing, iTunes & Apple Music
Former Head of Music and Entertainment Marketing, PepsiCo)

Everyone that I know in the industry from clients to agencies and my previous colleagues are here at MarketingPulse. This is a good platform for new brands trying to promote their awareness. The business matching service is quite effective. It's very well organised.

Mr Gregory Chang

Head of Online Sales,
LinkedIn Marketing Solutions, Greater China, LinkedIn



Beverly W. Jackson

MGM Resorts International
(till Jun 2020)



Peter Lefebvre

Leo Burnett



3water Li

W



Juno Mak

Kudos Films Ltd.



JiPeng Men

JD.com



Bozoma Saint John

Endeavor (till Jun 2020)
Uber (2017 - 2018)
iTunes & Apple Music
(2014 - 2017)



Keiei Sho

Calbee, Inc.



Kei Suzuki

Ryohin Keikaku Co., Ltd. (MUJI)



Spencer Wong

M&C Saatchi
Spencer Hong Kong Limited

and many more...



It is the greatest marketing event in Asia for people who are not only interested in marketing but also in brands, storytelling and creativity. The event is so well produced and the speakers are of such big calibre that it is a must-attend event in the Asia calendar.

Mr Jonathan Mildenhall
Co-Founder & CEO, TwentyFirstCenturyBrand

(Former Chief Marketing Officer, Airbnb
Former Vice President of Global Advertising Strategy & Creative Excellence, The Coca-Cola Company)

MarketingPulse is different from other marketing conferences in HK as it invites speakers from all over the world. It is the only place to meet overseas marketing professionals.

Ms Karen Cheng
Head of Social, 9GAG
& Ms Bonnie Wong
Regional Sales and Business
Development Manager, 9GAG

MarketingPulse gives us a fantastic platform to showcase our solutions to like-minded clients and organisations.

Mr Andrew Johnston
Communication Manager,
Mirum



How you can Benefit from the event?

Connect with
Marketing Elites,
Creative Agencies, Brands
and Enterprise Users

Get inspired by
World Leading Brands,
Creative Minds and
Best Practices

Be our audience

Act now

to secure your seat with
first mover discount!

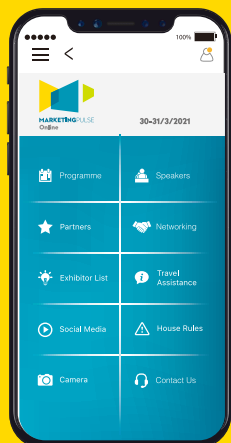
Standard Fee:

HK\$ 550 /
US\$ 70

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