

## KEYNOTE ADDRESS

ANSON BAILEY  
KPMG CHINA

COMPANIES ACROSS SECTORS  
SUBJECT TO

DIGITAL

SUSTAINABILITY

TRANSFORMATION

HOW TO FIND YOUR  
MOJO BACK

PURPOSE-DRIVEN  
MINDSET

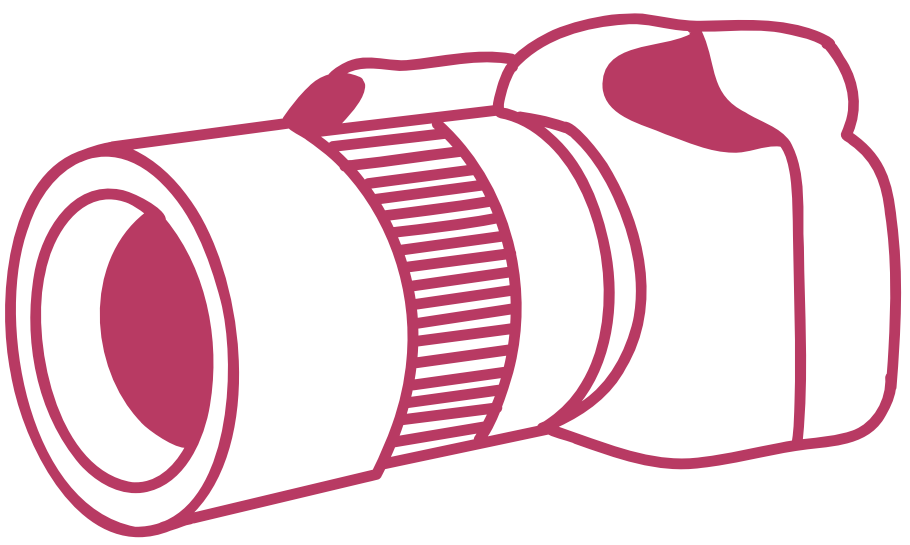
AUTHENTICITY

TRUST

## ADOPTION OF AI IN MARKETING PRACTICES

PHILIP CHAN  
CANON HONG KONG CO. LTD.

INNOVATION  
& TECHNOLOGY  
PARTICULARLY  
IN B2B



CONSUMERS ASSOCIATED 'AI'  
WITH STRONG AI BUT WHAT  
WAS OFFERED IN AI CLAIMS  
WERE WEAK AI

DIGITAL  
MATURITY MODEL

ASSESS CURRENT  
POSITION IN DX  
JOURNEY & DESIGN  
A PATH TO WHERE THEY  
WANT TO BE



STRATEGY  
PERSONALISED,  
SYNCHRONISED  
OMNICHANNEL  
USING AI

SIMPLE MOBILE  
INFORMATION  
SHARING

CUSTOMER

MACHINE LEARNING BY  
MONITORING BIG LEVEL  
IDEAS

HARDWARE  
SPECS

REVIEW	
BATT	LIFE
USB	
BLUETOOTH	
WEIGHT	

CLUSTER & PRESENTS  
INFORMATION INTO  
DASHBOARD TO PROVIDE  
INSIGHTS FOR DECISION-  
making

UNSTRUCTURED  
DATA

## PRICING & CHANNEL GOVERNANCE

ALESSANDRO TOMIO  
LACOSTE



DIFFERENT DISCOUNT  
MECHANISMS ACROSS  
CHANNELS MAY RESULT  
IN COMPETITION  
YET THE BRAND  
EXPERIENCE HAS TO  
BE CONSISTENT

CHALLENGES  
FACED UPON  
OPENING OF  
LACOSTE  
WERE RESOLVED  
WITH

SHIFTING FROM  
MULTI-CHANNEL TO  
OMNI-CHANNEL NEEDS  
SHIFTS IN MINDSET,  
UPSKILLING,  
IMPROVEMENT IN  
INFRASTRUCTURE

NEW FULFILMENT  
SOLUTION

ALIGNMENT  
OF CUSTOMER  
SERVICE

ASSORTMENT  
PLANNING

CONTRACT AMBIGUITY  
ALLOWS INTEREST-BASED  
CONFLICT RESOLUTION

PUBLICISE EVENTS  
OF HIGH OR LOW-  
PROFILE DISTRIBUTORS  
WHEN ENCOURAGING  
DISTRIBUTORS LACKING  
MOTIVATION & ABILITY  
RESPECTIVELY

INTEREST TO  
INVESTIGATE THE  
SUPPORT NEEDED



WHICH AD SPACE  
HAS A HIGHER  
CLICK-THROUGH  
RATE?

USE DATA TO GENERATE  
INSIGHTS

SOCIAL  
PRICING  
WORKS DUE  
TO PERCEIVED  
ENGAGEMENT  
& INCREASED  
VALUE PER  
ORDER

MARKETING  
SCHOLARS  
CAN  
HELP  
YOU IN

DECRYPTING DUE2U PHENOMENA  
DEPLOYING DUE2U TECHNOLOGY  
DETERMINING DUE2U SOLUTIONS

## MARKETING DIGITISATION

FAREEDA CASSUMBHOY  
PICO GLOBAL

NEW EXPECTATIONS BY  
GENERATIONS Y, Z & α  
DRIVES NEED TO  
UNDERSTAND  
MOTIVATION &  
BEHAVIOUR



ExQ AS THE IQ OF  
EVENT EXPERIENCE

PICO EXPERIENCE PULSE WAS  
DEVELOPED TO MEASURE EVENT FOR  
IMPROVEMENT

DEMOCRATISATION OF  
TECHNOLOGY

PICO@EXPO  
A B2B LIVE-  
STREAMING OF  
MORE THAN 100  
VIDEOS  
CONTINUOUS  
SUBSCRIBER  
GROWTH

BRANDS THAT ARE  
LESS POPULAR,  
PRODUCTS THAT ARE  
LESS MAINSTREAM &  
MORE EXPENSIVE  
BENEFIT MORE  
FROM AR-TRYING

TRY NEW  
PRODUCTS  
ONLINE  
CHANNEL  
ADOPTION  
CATEGORY  
EXPANSION  
AR HELPS  
INCREASE ONLINE RETAIL SALES

most EFFECTIVE WHEN CUSTOMERS  
FIND RISK & UNCERTAINTY  
IN PURCHASE  
PROCESS

DYNAMIC  
PRICING

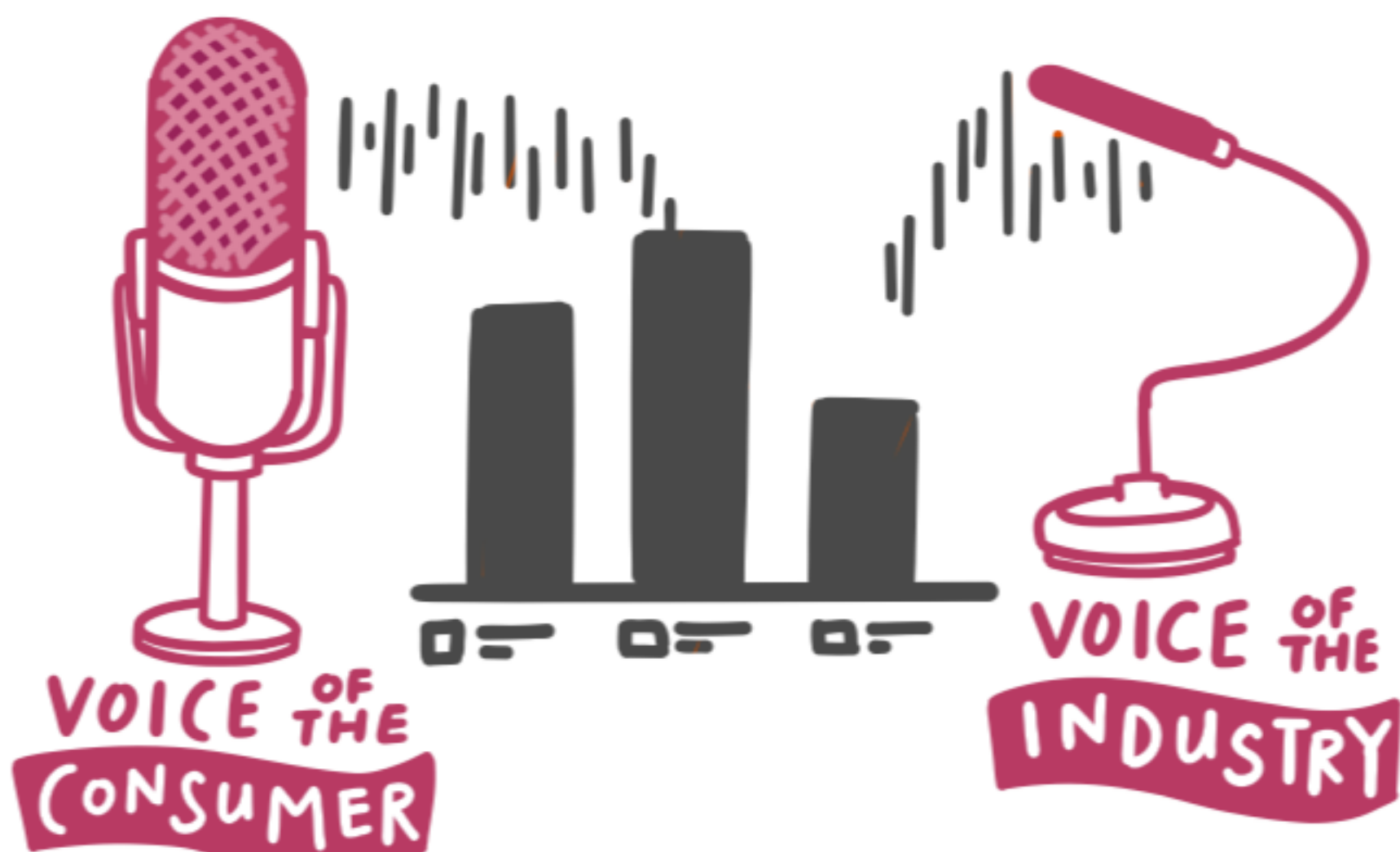
TO UNDERSTAND THE  
REACTION OF FIRMS  
& THE RIGHT PRICE

DEVELOP PREDICTION  
MODEL TO NARROW  
PROMISING SHOP  
LOCATIONS

EFFECTIVE  
ASSORTMENT  
PLANNING  
USING DATA &  
DATA TOOLS

## INSIGHTS ON CONSUMER BEHAVIOUR

HERBERT YUM  
EUROMONITOR INTERNATIONAL



DATA IS COMPARED FOR PLANNING OF  
BUSINESS & OUTLOOK OF  
INDUSTRY

TRAVEL  
SPOTLIGHT  
REPORT

CONSUMERS' VIEWS  
TO REDUCED NEGATIVE  
PRODUCTS WOULD  
RESULT IN PROMOTION  
STRATEGY

MADE WITH  
30%  
REDUCED  
PLASTIC

REDUCED  
NEGATIVE

INCREASED  
POSITIVE

INCREASE  
30%  
ENVIRONMENT  
FRIENDLY  
MATERIALS

SLOGANS OF SPOKESPERSON  
CAN ACTIVATE INCREMENTAL  
THEORY / MINDSET

PRIMING

SMARTPHONES  
HAVE A UNIQUE  
PSYCHOLOGICAL  
MEANING

RECOMMENDATION

ESPECIALLY  
FOR YOU

MORE LIKELY  
TO CHOOSE