

Topic:

<Advertising Evolution by a 4As Agency> How Media Consumption Changes and Influences Advertising?

Speaker:

Miss Caroline CHAN

CEO of MindShare HK

Biography:

Caroline has been working in the GroupM network for eight years. In this period, she has built a stellar reputation in the Hong Kong and Asia-Pacific markets. Moreover, she has led Maxus Hong Kong for four years and transformed the agency from a traditional media agency to an integrated team winning industry recognition and strong business growth. She then took up a role in GroupM Sports and Entertainment driving big brand integrations across markets in Asia.

In 2017, she took up the role of being the leader of MindShare HK, a HK4As agency under Group M, and kept on contributing in the marketing industry. In recent years, MindShare HK has served numerous reputable clients, for example, HSBC and Nike. Moreover, Mindshare HK also rewarded several achievements in last year, such as the Campaign Media Agency of the Year Hong Kong and Integrated Marketing Agency of the Year Hong Kong. It will be beneficial to marketing students to know how the marketing strategies of these global companies changed in the digital era.

Date:

13 Feb, 2019 (Wed)

Time:

19:00 – 20:30

Venue:

Mr and Mrs Lau Tat Chuen
Lecture Theatre (LT5),
Yeung Kin Man Academic
Building (AC1)

Language:

Cantonese

All are welcome!