



BRAND GROWTH IN ASIA'S TOP 3 MARKETS: JAPAN, CHINA & INDIA

Tuesday October 9, 2012; 8:30AM breakfast through 10:45

[Bloomberg Tower](#)

731 Lexington Avenue at 59th Street

New York, NY 10022

Check-in at reception with photo ID upon arrival

Asia's three marketing powerhouses are Japan, China and India. Each is distinctly different in terms of advertising sophistication, media usage, consumer spending, retail distribution and global brand development. However, all three markets are critical to achieving multinational marketing success today.

JAPAN

With a population of 128 million, Japan may not be a giant in the densely inhabited Asia region; however, its economic influence and technical pioneering cannot be ignored. It is second only to the United States in advertising expenditure and has long been one of the world's leading markets in the purchase of luxury goods. Consumer spending comprises more than half of the country's economic activity. Japan is a key originator of consumer trends and new media ideas, particularly in light of its mature mobile sophistication.

CHINA

China is now the world's 3rd largest ad market; a decade ago its ranking was insignificant. Not only does one need to understand the often enigmatic outlook of the Chinese consumer or business person, but geo-political and macro-economic issues can factor in basic marketing strategies. Growth beyond "Tier 1" cities is now critical, particularly as the government steers the country from an export-based economy to a consumption driven one. Marketing now plays a huge role in this significant shift. Yet, communicating long-established brand values to a new consumer with a different mindset can be challenging.

INDIA

India, Asia's third largest economy, ranks among the world's top ad growth markets. Its advertising industry has evolved from a small-scale business to a one of the country's major sectors—generating award-winning creative work from well-recognized local ad leaders. The world's largest democracy and second most populous country is also home to a burgeoning middle class of 300 million people. Yet small family-run shops currently comprise 90% of all retailers. India's challenge to brands is its retail structure; however, it is now opening its doors to foreign investment in the retail, broadcasting and airline sectors, which bodes well for companies like Wal-Mart Stores Inc. The Congress Party-controlled government will allow foreign retailers to own up to 51 percent in local projects. However, state governments are allowed to reject the policy.

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Program:

8:30- 9:00 Breakfast Buffet

9:00- 9:45

From B2C to B&C in China, India and Japan

Presented by Greg Paull, Founder R3

After 20 years as an advertising and marketing professional, Greg Paull founded R3, a global consultancy focused on improving marketing efficiency and effectiveness. R3's clients include Coca Cola, Samsung, Singapore Airlines, adidas, VISA, Johnson & Johnson and top Chinese brands-- Lenovo and Li Ning. They also advised Dentsu in the Aegis partnership.

How today's digitally savvy Asian consumers are changing marketing from Broadcasting to Dialog.

- Proprietary research into China's top brands online, and top demands
- Fresh insights into the Japanese luxury market
- How mobile is driving India to a more connected country

9:45- 10:00 Coffee Break

10:00- 10:45

A Panel, led by Deborah Malone and Greg Paull, will react to the earlier presentation and share their own insights and experiences of marketing in China, India and Japan. They will also answer specific audience questions. Topic to explore:

- What creates brand commitment in these markets?
- Which are the companies that are winning in each of these markets?
- What are the blind spots that keep American firms from working successfully in these markets?
- Brief examples of successful brand strategies by market.
- The types of local organizations involved in branding and marketing.

Panelists:

Tim Love, Vice Chairman- Omnicom and President- Omnicom APIMA (Asia Pacific, India, Middle East/Africa)

John Derbick, AVP/Global Brand, Marketing & Communication- MetLife

Ben Jankowski, Group Head of Global Media- MasterCard Worldwide

Note: Panelists/Program may be subject to last-minute changes.

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deborah.malone@internationalistmagazine.com / www.the-internationalist.com

📞 NY: +1- 212-737-0310/ UK: +44(0)7815-591-646/ GSM Mobile +1-917-816-6416