



2018

EVOLVE

BRAND BUILDING IN THE DIGITAL REALITY
JULY 25, 2018 | SMX AURA

FULL CONFERENCE AGENDA

9:00AM Opening and Welcome Remarks, *Speaker: Albert Cuadrante, President of Acumen Strategy Consultants*

For brands, the world today is an easy place to get lost in. With rapid innovation in digital technology and changing consumer behavior, everything seems new and full of potential. Albert sets the stage for the day and introduces why now more than ever it's crucial that brands don't lose sight of what's at their core—their purpose and values.

9:20AM Keynote: Brand Building in the Digital Reality: What it takes to build, sustain, and re-gain brand love, *Speaker: To be released*

In this digital age, new-age marketing tactics like virality can capture the interest of brands struggling to preserve brand love among consumers. In her talk, our keynote speaker shares with the audience the three critical foundations to building and sustaining a brand in the digital age beginning with a firm anchoring on their purpose and its alignment with consumer values.

10:20AM Q&A with Keynote Speaker

10:50AM Purposive Analytics: The evolution of discovery, business, and consumer insighting in the digitized, data-driven world, *Speaker: Jojo Ines, Executive Vice President at Opera Solutions*

For brands today, gathering data isn't the biggest challenge; it's knowing what to do with it. Jojo Ines dives into what data processing and purposive analytics can unlock for businesses. He'll speak about how data can provide a deeper understanding of consumer needs and motivations and provide a clear framework for unearthing relevant business and consumer insights as well as pinpoint meaningful moments that will allow brands to flourish in today's changing environment

11:35AM Q&A Panel: Purposive Analytics

11:50AM Lunch

01:00PM Shopper Revolution: How shopper behavior and winning strategies have changed with the advent of e-commerce, *Speaker: Mike Anthony, CEO and founder of Engage Consultants*

Gone are the days when consumer-centricity alone could drive results. In the new digital reality, fragmentation of the target shopper has triggered the need for brands to get strategic about reaching shoppers. Mike Anthony shares his expert perspective on how to prioritize which shoppers to target, optimize channels and reach consumers in the right moments to drive growth at the point of purchase.

02:00PM Q&A Panel: Shopper Marketing

02:15PM Centennials: An in-depth look at the next generation of consumers, *Speaker: Pauline Fermin, Managing Director at Acumen Strategy Consultants*

A new generation of consumers is on the horizon. Who are they and what is important to know about their behaviors? Dive deep into the psyche of Generation Z and understand their needs, motivations, interests and activities. Pauline will share key findings from Acumen's Filipino-focused study into the Gen Z market and discuss what brands must do to maintain relevance among this coming cohort of consumers.

03:00PM Q&A Panel: Gen Z

03:30PM Building Brand Love with Gen Y and Gen Z, *Speaker: To be released*

Keeping the love alive will be crucial as Gen Z ages into the working and purchasing class in the next two years. Our speaker discusses actions that brands must take to demonstrate their purpose and sustain their relationships with Gen Y and Gen Z. Grounded in learnings from Acumen's 2018 study into both generations, our speaker will explore strategies for building preference and securing loyalty among both Gen Y and Gen Z.

04:15PM Q&A Panel: Building Brand Love with Gen Y and Gen Z

04:45PM Closing Remarks