



## *Discussions on Branding, Advertising & Communications in Contemporary China*

**October 19, 2011-- 8:30 am for light breakfast and Think Tank through 10:45 am**

China is on the mind of every marketing executive today. Not only does one need to understand the often enigmatic outlook of the Chinese consumer or business person, but numerous geo-political and macro-economic issues can factor in the most basic of marketing strategies. China is now the world's 3<sup>rd</sup> largest ad market; a decade ago its ranking was insignificant. With the right marketing strategies, the Middle Kingdom can provide unprecedented brand growth—although communicating long-established brand values to a new consumer with a different marketing mindset can be challenging.

**INSIDE THE CHINA MARKETING MINDSET** is designed to help enable you to:

- Share insights from veterans of China's consumer, retail and fashion markets
- Reveal the mechanics and trends driving consumption in China now
- Provide tips for working effectively with China's media, creative agencies, and marketing partners
- Discover China's 50 Most Engaging Brands—whether multinational or local

### Overview:

#### **Chinese Perceptions of Western Brands**

Janet Carmosky, CEO of The China Business Network, author of *The China Competency Code*, will present an overview of China's markets for international luxury and consumer goods. She also discusses her insights on what attracts Chinese businesses and consumers into relationships with those brands. Janet's 20 years of work experience in China includes staff and senior management roles in buying agencies, consumer product strategy, retail, internet and PR.

Michael A. Zakkour is principal at Technomic Asia, a management consulting firm based in Shanghai, a wholly-owned subsidiary of Tompkins International. He has 15+ years' experience in international market strategy and consulting, primarily in China. Michael has worked for over a decade in luxury and premium brand production, marketing, and distribution in China. He shares his findings of a year-long research project on the luxury market in China, along with his recommendations for success.

**China's 50 Most Engaging Brands** by Beijing-based Greg Paull, Founder & Principal of R3.

Many companies are investing in China and measuring brand awareness and share, but few are spending enough time on *Brand Love*. Without creating enough consumer engagement, brands will not build long term success in China. Marketing Consultancy R3 has been tracking Brand Engagement as it relates to Preference and Purchase Intention in China since 2006. What drives love? What creates commitment? Which are the companies winning?

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