



MARKETING PULSE

27/3/2020

HONG KONG CONVENTION AND
EXHIBITION CENTRE



www.marketingpulse.com.hk

#MarketingPulse

MARKETINGPULSE

Asia's Premier Conference
for Marketers and Brands



Taking place in Hong Kong, **MarketingPulse** is an integrated **branding and marketing conference** for global marketers, brands, advertising agencies, media, innovation professionals and enterprises to gather and share the **latest marketing trends**, exchange **best marketing practices** and explore **new collaborations in Asia**.



STAY ON THE **PULSE** OF MARKETING



Event Overview



Conference & Workshops



Networking Activities



Exhibition & Match Meetings

1500+

Participants

50+

Distinguished Speakers

160+

Match Meetings



Networking



Learning



Exposure

Key Topics

- CMO Talks
- Technology & Innovation
- 5G
- Video / Entertainment Marketing in China
- Experience Marketing
- Positive Branding
- Data-driven Marketing / ROI
- Social Media Trends & Strategies
- Award-winning Campaigns
- Design Stories
- Content Marketing
- Influencer Marketing
- Search Engine Marketing and Optimization Trends
- Evolving Role of Agency

Who Should Attend?

MARKETERS

- Brand Owners
- C-suite Level Executives
- Sale & Marketing Executives
- Digital Strategists
- Key Opinion Leaders

AGENCIES/MEDIA

- Advertising Agencies
- Creative Agencies
- PR Agencies
- Social Media Platforms
- Media and Publishers
- Brand Consultants

and many more...

Participants

Profile

MAJOR INDUSTRY SEGMENT OF MARKETERS

- Financial Services
- Fashion & Garment
- Household Products
- Tourism & Hospitality
- Design Services & Brand Strategy
- Electronics & Electricals
- Food & Beverage
- Jewellery
- Toys & Games
- Logistics & Transportation Services
- Film & Entertainment
- Health & Beauty
- Property & Real Estate
- Watch & Clock

Overseas
(mainly Asia)

20%

Mainland
China

30%

Others

5%

Origin

Hong Kong

50%

Nature
of
Business

Agencies/Media

40%

Marketers

55%

Past Speakers



Evan Greene
The Recording Academy
(The GRAMMYs)



Joshua Grossberg
McCann New York



Li Hui
Shanghai Yitiao
Network Technology
Co., Ltd.



Regina Hui
McDonald's China



Jonathan Mildenhall
TwentyFirst-CenturyBrand
Airbnb (2014 - 2017)
Coca-Cola (2006 - 2014)



Uri Minkoff
Rebecca Minkoff



Marcelo Pascoa
Burger King



Gunyarak Piyakhun
Siam Piwat
Company Limited



Sara Riis-Carstensen
De Beers
LEGO (2010 - 2018)

Hear what our participants said...



MarketingPulse allows a lot of professionals to get together, to hear from the best, to understand what is happening in the world and what is going to happen in future with innovation.

Ms Bozoma Saint John
Chief Marketing Officer, Endeavor
(Former Chief Brand Officer, Uber
Former Head of Global Consumer Marketing, iTunes & Apple Music
Former Head of Music and Entertainment Marketing, PepsiCo)

Everyone that I know in the industry from clients to agencies and my previous colleagues are here at MarketingPulse. This is a good platform for new brands trying to promote their awareness. The business matching service is quite effective. It's very well organised.

Mr Gregory Chang
Head of Online Sales,
LinkedIn Marketing Solutions, Greater China, LinkedIn



Beverly W. Jackson
MGM Resorts International



Peter Lefebvre
Leo Burnett



3water Li
W



Juno Mak
Kudos Films Ltd.



JiPeng Men
JD.com



Bozoma Saint John
Endeavor
Uber (2017 - 2018)
iTunes & Apple Music (2014 - 2017)



Keiei Sho
Calbee, Inc.

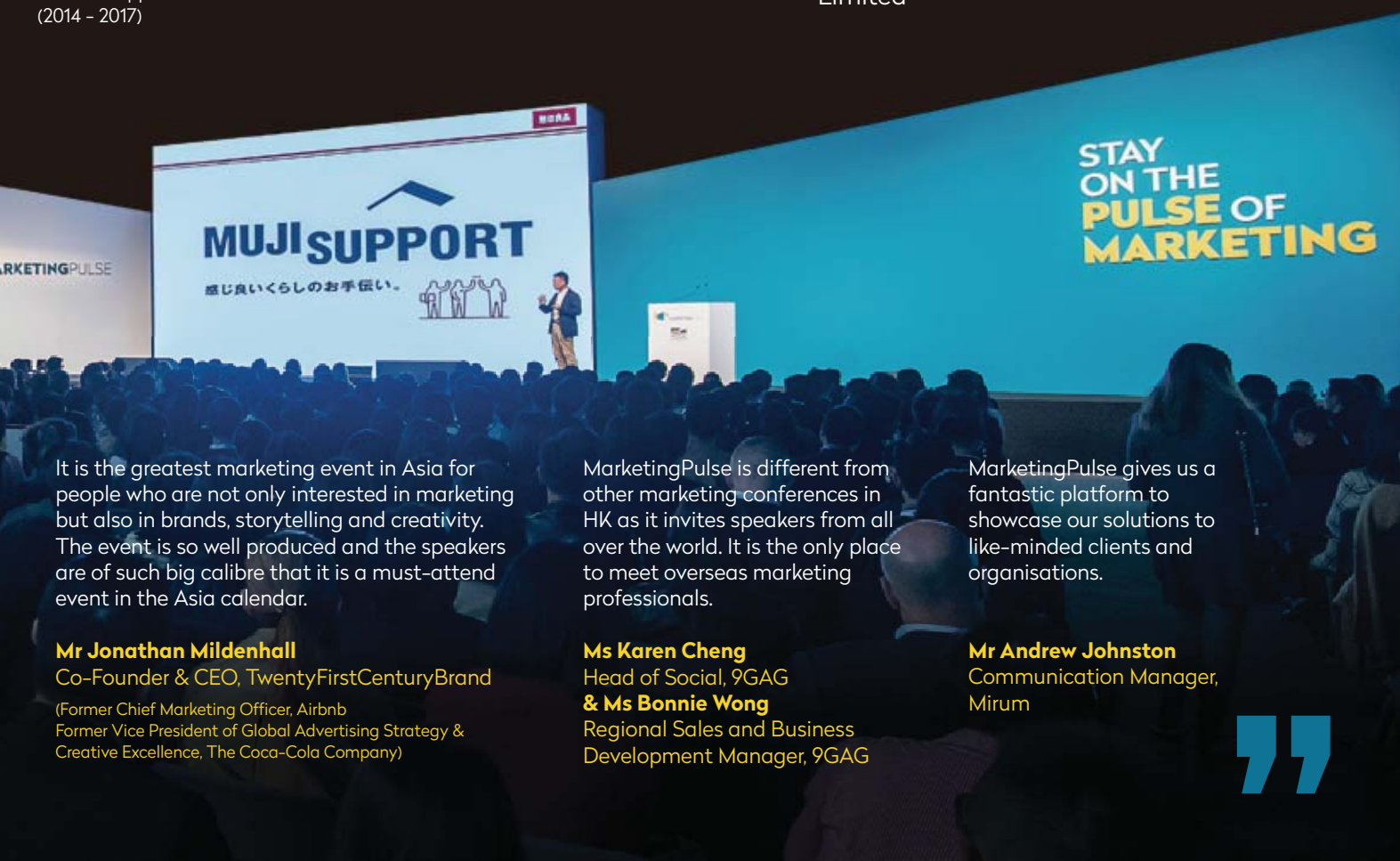


Kei Suzuki
Ryohin Keikaku Co., Ltd. (MUJI)



Spencer Wong
M&C Saatchi
Spencer Hong Kong Limited

and many more...



It is the greatest marketing event in Asia for people who are not only interested in marketing but also in brands, storytelling and creativity. The event is so well produced and the speakers are of such big calibre that it is a must-attend event in the Asia calendar.

Mr Jonathan Mildenhall
Co-Founder & CEO, TwentyFirstCenturyBrand
(Former Chief Marketing Officer, Airbnb
Former Vice President of Global Advertising Strategy & Creative Excellence, The Coca-Cola Company)

MarketingPulse is different from other marketing conferences in HK as it invites speakers from all over the world. It is the only place to meet overseas marketing professionals.

Ms Karen Cheng
Head of Social, 9GAG
& Ms Bonnie Wong
Regional Sales and Business Development Manager, 9GAG

MarketingPulse gives us a fantastic platform to showcase our solutions to like-minded clients and organisations.

Mr Andrew Johnston
Communication Manager, Mirum



How you can Benefit from the event?

Connect with
Marketing Elites,
Creative Agencies, Brands
and Enterprise Users

Get inspired by
World Leading Brands,
Creative Minds and
Best Practices

Be our audience

Act now

to secure your seat with
first mover discount!

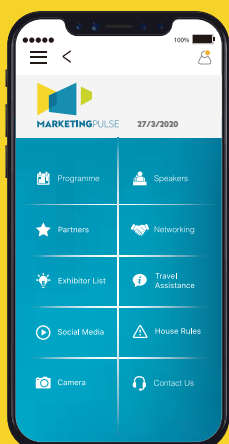
Standard Fee:

HK\$ 1,950 /
US\$ 250

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Contact us:

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Visit our website for details

www.marketingpulse.com.hk

Concurrent Event:

Asia's Largest Entertainment Market



**Hong Kong International
Film & TV Market (FILMART)**

香港國際影視展

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