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LBR LBO  
Brand Summit  
2016

# BUILDING WINNING BRANDS IN THE DIGITAL AGE AND STRATEGY INNOVATION

0830 – 1730 HRS Tuesday 12th July  
Oak Room, Cinnamon Grand Colombo



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**THE FOUR A's**

0730 - 0840 am	Summit materials pick up, standing breakfast
0840 - 0845	Summit Curator's Overview / Opening Remarks
0845 - 0915	Opening Keynote "The Future of Brand Marketing and Communications – What's Next, Innovation" - Daniel Posavac / Bonsey Jaden, Singapore
0915 - 1100	Session 1 <b>THE INTERNET OF PEOPLE: HOW TO ENGAGE WITH CUSTOMERS IN THE AGE OF DIGITAL</b>  Keynote 1 Meaningful marketing moments: engaging the connected consumer - Zoe Lawrence / TNS Asia Pacific  Keynote 2 Building Omni Channel Customer Experience with Digital - Joe Milward/3M, Sydney  Keynote 3 Being liquid: Marketers in digital age must ebb, flow and adapt - Vidya Sivarajah / Fonterra  Panel discussion Chair: Imal Fonseka, Ceylon Biscuits
1100 - 1115	Commercial break - Tea/Coffee ☞
1115 – 1315 pm	Session 2 <b>HOW MOBILE AND DIGITAL MANAGE CUSTOMER EXPERIENCES</b>  Keynote 1 Leveraging mobile for digital advantage - Supun Weerasinghe / Robi Axiata  Keynote 2 Future of digital planning & programmatic buying: what it means to brand builders - Atique Kazi / Xaxis/groupM, South Asia Region  Keynote 3 Is eComemrce gainig traction at last? - Sheyantha Abeykoon / Digital Commerce Lanka  Keynote 4 Leveraging social in building deeper customer engagements - Chandru Relwani / ORACLE  Panel discussion Chair: Rohan Jayaweera / Antyra

1310 – 1400

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Lunch



1400 – 1530

Session 3

[What Marketers Really Need to Know About Data Science](#)

Keynote 1

Leveraging data analytics to build personalized customer relationships  
- Manuja Kasthuriarachchi / Neotericity, SocialRo

Keynote 2

Optimizing marketing investment using data science  
- Ramesh Sundararajan / InsightAsia, Singapore

Panel discussion

Chair: Kumudu Gunasekera

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1530 – 1555

Commercial Break - Tea/Coffee 

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1600 – 1740

Session 4

[2GS OF BUILDING BRANDS IN DIGITAL SPACE: CONTENT & CREATIVE](#)

Keynote 1

Key to creative success: innovative execution, smart content,  
and mobile-awareness  
- Carlton D'Silva / Hungama Digital Services

Panel discussion

Chair: Alyna Haji Omar / JWT

1740 – 1750

Summit Curator Overview

1750 – 1900

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Networking Reception



# LBR LBO Brand Summit 2016

Speakers Confirmed as at 13th May 2016



Atique Kazi  
XAXIS / Groupm



Carlton D'Silva  
Hungama Digital  
Services, Mumbai



Zoe Lawrence  
TNS Asia Pacific,  
Singapore



Supun Weerasinghe  
Robi Axiata Limited



Daniel Posavac  
Bonsey Jaden



Alyna Haji Omar  
J. Walter Thompson  
Sri Lanka



Vidya Sivaraja  
Fonterra



Sheyantha Abeykoon  
Digital Commerce  
Lanka



Rohan Jayaweera  
Antyra Solutions



Ramesh Sundararajan  
Insightasia, Singapore



Manuja Kasthuriarachchi  
Neotericity / Socialroo



Kumudu Gunasekera  
Stax Inc



Joe Millward  
3M, Sydney



Imal Fonseka  
Ceylon Biscuits



Zaheer Nooruddin  
Shiseido, Hong Kong



Ajith Salgado  
Sampath Bank Plc



Chandru Relwani  
Oracle Corporation

## **MARKETING EVOLVES WITH TECHNOLOGY**

Development of transport technology enabled distribution of manufactured goods to far-flung places on earth, expanding markets, building volumes and in turn achieving economies of scale that helped drive down prices. Television enabled filmed advertising with compelling creative propositions, which stimulated consumer demand for goods and services. Fixed line telephony facilitated telemarketing. Structural database enabled loyalty marketing.

Today Internet has enabled web based and always-on commerce, seriously disrupting the exiting retail marketing models.

## **100-YEAR-OLD MASS MARKETING MODEL IS CHALLENGED**

The conventional models of consumer behavior assume that consumers traverse along a linear journey from getting to know a brand to ultimately purchasing it and then possibly repeating the purchase. It is also assumed that consumers are perfectly rational people and are capable of evaluating large number of possibilities available in a perfectly rational manner.

When practicing traditional marketing, marketers have access only to a narrow range of tools – largely limited to mass media communication, mass physical distribution, in-store presence, event associations and sponsorships and direct selling. Using such tools marketers construct physical and mental distribution for brands. Physical distribution makes brands easily accessible to shoppers and mental distribution creates propensity to purchase. A sale is expected to take place at those moments when the physical and mental distributions converge.

The advent of digital technologies has altered the brand and consumer relationship in a totally unexpected and unprecedented manner. Instead of relying largely on messages crafted by the brand owners, digital allows the consumer to tap into unlimited non-commercial sources of information at their own convenience.

Take the hospitality industry for example; instead of relying on the website of a hotel, prospective guests can tap into information stream crafted by past guests on Trip Advisor. Similarly peer reviews on digital gadgets help establish a realistic picture of an authentic user experience much more than a message crafted by a brand owner.

Instantaneous cross border access to real-life authentic brand experience of large number of fellow customers helps compress the brand discovery and conviction journey, to a very short period of time.

Whilst posing many challenges to marketers, digital has also opened up a vista of new opportunities to build customer engagement. Data science, social, mobile, artificial intelligence, Internet of Things and cloud computing etc. offer new opportunities and many different routes and combinations of routes to building brands in the digital age.

Mastering and leveraging digital is key to building winning brands in today's competitive and always connected world.

## **THE PERPETUAL EXPERIENCE ENGINE: BRANDS IN THE DIGITAL AGE**

The advent of digital technologies has altered consumer attitudes and behavior resulting in disruption of the existing traditional mass marketing practice. The online experience is much more intimate, fast paced, personal and deep-rooted than the offline experience.

The noteworthy emerging trends include always-on multi-screen behavior; primacy of social content (over professionally produced content); intimate mobile behavior; declining share of TV in content consumption and 24X7 ecommerce.

Universal mobile penetration and fast rising penetration of mobile broadband have given an unique opportunity to every consumer to broadcast her own experience and perspectives to a broader community. Each mobile user now could simultaneously play multiple roles; a mobile sensor, receiver of information and a transmitter.

What's the implication of mobile enabled consumer?

Depending on the quality and intensity of her/his relationship with a brand, she/he could become either an advocate of the brand or a hater, who now has the power to influence people beyond her/his immediate acquaintances.

Offline brand experience is sporadic and discontinuous. Contrastingly, given the above scenario, online brand experience is always on, thus making a brand a perpetual experience engine.

### **LBR LBO BRAND SUMMIT WILL FOCUS ON LEVERAGING DIGITAL TO BUILD WINNING BRANDS**

Ray Kurzweil predicts, in thirty years, human beings will be able to upload a copy of their mind to a hard disk. (Yes, he is the guy who correctly predicted that a computer would beat the best performing human chess player before 2010. So don't take him lightly)

That shows how rapidly digital will progress in the future, at an outrageous pace. And if businesses fail to adopt digital in the same pace, there is not only a risk of being left behind but also being completely beaten and bulldozed by more digitally savvy companies.

No matter what business and industry you are in digital exists in, a constant state of flux and will continue to have a major influence on the way winning brands are built.

The path to building winning brands in the age of digital is still being discovered and is constantly evolving.

With this in mind, we have designed the 2016 edition of LBR LBO Brand Summit to help participants understand the nature of emerging digital technologies that are creating sweeping transformations in the enterprise landscape and how brand builders could leverage such technologies to build winning brands in today's connected and competitive economy.

### **LBR LBO BRAND SUMMIT- TWENTY FIVE THOUGHT LEADERS ON STAGE**

As in the past, the Summit will see thought leaders from here and abroad representing multiple industries taking the stage in five thought provoking sessions.



**“One of the biggest misconceptions about digital marketing is that it’s only important for Internet or tech companies, or people with coding and design experience.**

**Harnessing the power of digital marketing is a priority for every business. In fact traditional companies in traditional industries deliver 75% of the digital economy.”**

- Digital Minds, 2015



## Inquiries

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Summit Curator

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