



# LBR LBO BRAND SUMMIT 2017 MARKETING IS DEAD NOW WHAT?

BUILDING BRANDS IN POST-MARKETING AGE  
8.30AM – 5.30PM, Wednesday 3<sup>rd</sup> May 2017, OAK Room, Cinnamon Grand



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# PROMOTING BREAKTHROUGH CRITICAL THINKING

LBR LBO Brand Summit has been broadening the critical thinking of business executives by providing a platform for provocative, inciting and insightful debates and discussions on building resilient, strong and future-ready brands.

For the fifth consecutive year “Lanka Business Online” (LBO) will be hosting the annual LBR LBO Brand Summit. Once again, on a stimulating theme – “Marketing is Dead, Now What? - Building Brands in the Post-Marketing Age”. The Summit is equally useful to practicing marketing professionals from corporates, other business professionals, academics and research, and those who serve in NGOs, think tanks and public sector.

This year’s theme is of pronounced relevance and vital importance in today’s context. The concept of marketing – as a business philosophy and a business function- is being challenged by mounting human, social, technological and ecological trepidations.

On one hand, technological changes are impacting consumer behavior in such a manner that the established marketing tools and models widely used by marketers around the world are in danger of becoming irrelevant and obsolete. On the other hand, technology is enabling marketers in multiple ways: greater insights of customer behavior, near real time visibility to consumer conversations, economical and impactful consumer engagements transcending various boundaries, among other benefits.



# Marketing is Dead NOW WHAT?

BUILDING BRANDS IN POST-MARKETING AGE

0730 - 0830

Summit materials pick up, standing breakfast

0830 - 0845

Summit Curator's Overview / Opening Remarks

0845 - 0850

0850 - 1020

## Session 1 Building breakthrough brands in post-marketing age

### Session Chair

**Asanga Ranasinghe**  
Sector Managing Director  
Group Marketing Director  
Laughs Holdings

### Keynote 1

**Sunil Sethi**  
Managing Director -  
Sri Lanka & Indian  
Subcontinent  
Fonterra Brands

### Keynote 2

**Vikas Mehta**  
Group CMO & President,  
Marketing Services  
MullenLowe Lintas Group

### Panelist

**Nimal Gunawardena**  
Chairman & CEO  
Bates Strategic Alliance

### Panelist

**Amal Cabraal**  
Director  
JKH, HNB, Lion Brewery,  
CIC Feeds  
Fmr Chairman,  
Unilever Sri Lanka

### Panelist

**Supun Weerasinghe**  
Director and Group Chief  
Executive Officer  
Dialog Axiata PLC

1020 - 1030

Tea break

1030 - 1150

## Session 2 It isn't digital marketing; it is marketing in digital age

### Session Chair

**Rohan Jayaweera**  
COO  
Antyra Solutions

### Keynote 1

**Charulata Ravikumar**  
CEO  
SapientRazorfish India

### Keynote 2

**Jonathan Bonsey**  
Chairman  
Bonsey Jaden

### Panelist

**Vidya Sivaraja**  
GM Marketing -  
Sri Lanka & Indian Subcontinent  
Fonterra

### Panelist

**Rasika Karunatilake**  
Vice President,  
General Manager &  
Head of Shared Services  
Cake Labs

### Panelist

**Sunil Senapati**  
Senior Business Manager  
Oracle Corporation

1150 - 1325

## Session 3 Customer Experience: will "Hyper-individualization" retire cookie cutter?

### Session Chair

**Kumudu Gunasekera**  
Director  
Stax, Singapore

### Keynote 1

**Himalee Madurasinghe**  
Chief Executive  
KANTAR LMRB

### Keynote 2

**Kanishka Weeramunda**  
Founder/Director  
PayMedia

### Keynote 3

**Jiffry Zulfer**  
CEO  
PickMe

### Panelist

**Premakumar Prashanth**  
CEO/Co-founder  
Direct2Door

### Panelist

**Tharaka Ranwala**  
Senior DGM  
Sampath Bank

1325 - 1410

Lunch

1410 - 1545

**Session 4** Welcome to the new multi-screen world: understanding cross-platform behaviour of consumers

**Session Chair**

**Thayalan Bartlet**  
CEO  
MullenLowe Sri Lanka

**Keynote 1**

**Irene Joshy**  
Regional Qualitative  
Director  
TNS APAC

**Keynote 2**

**Farhan Qureshi**  
South Asian  
Frontier Markets  
Google

**Keynote 2**

**Kamal Amesur**  
Executive Creative Director  
Hungama Digital Services

**Panelist**

**Sabry Haniz**  
COO  
GroupM Sri Lanka

**Panelist**

**Laksiri Wickramage**  
CEO/Deputy Chairman  
Derana TV

1545 - 1600

Tea/Coffee

1600 - 1730

**Session 5** Content is king, let's light the bonfire

**Session Chair**

**Alyna Haji Omar**  
CEO  
JWT Sri Lanka

**Keynote 1**

**Santosh Menon**  
MD  
BBDO Lanka

**Keynote 2**

**Navonil Chatterjee**  
Chief Strategy Office  
Y&R

**Panelist**

**Irene Joshy**  
Regional Qualitative  
Director  
TNS APAC

**Panelist**

**Jonathan Bonsey**  
Chairman  
Bonsey Jaden

**Panelist**

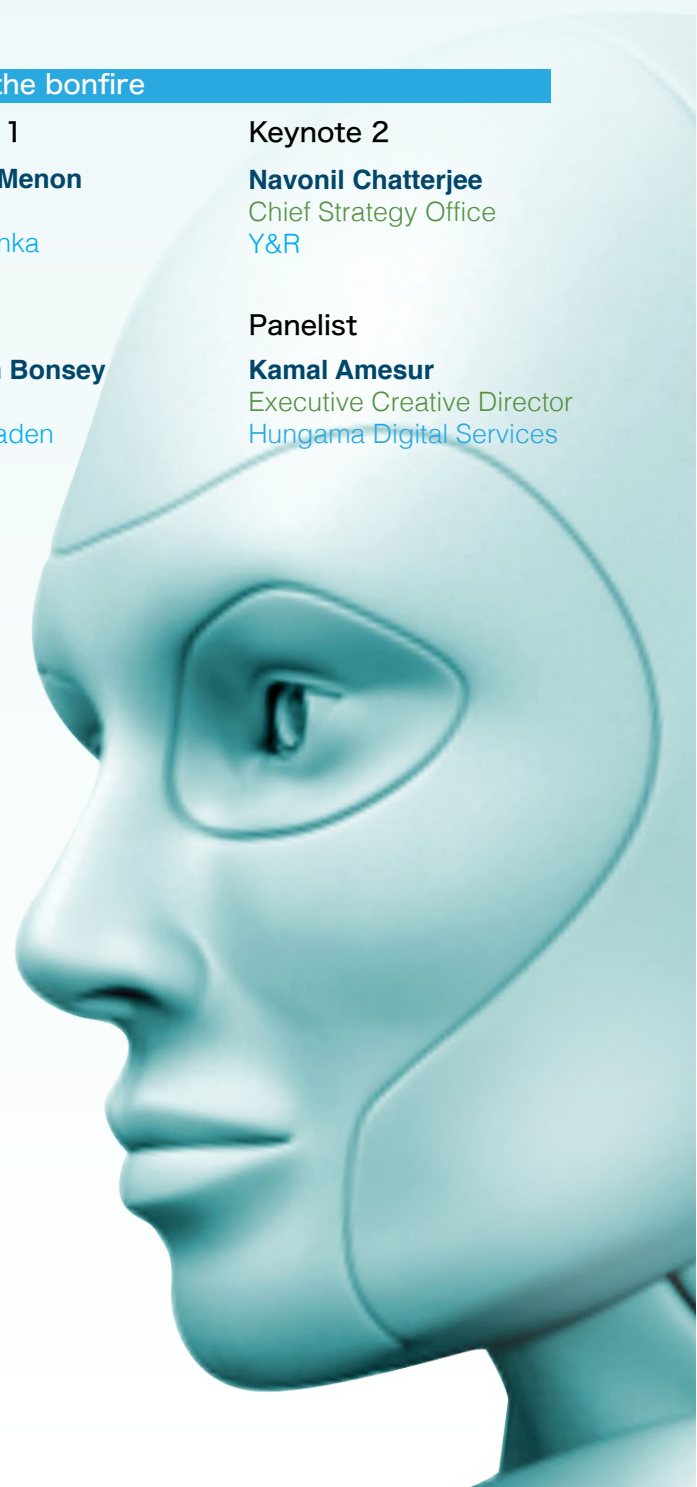
**Kamal Amesur**  
Executive Creative Director  
Hungama Digital Services

1730 - 1745

Summit Curator Overview

1745 - 1900

Networking Reception





# PROVOCATIVE AND INSIGHTFUL SESSIONS

In five different insightful sessions, over 20 thought leaders from the region and Sri Lanka will share their perspectives primarily on how marketing is challenged and shaped by the technological developments sweeping the globe.

- 1) Building breakthrough brands in the post-marketing age
- 2) It isn't digital marketing; it is marketing in the digital age
- 3) Consumer data is the new gold, so start digging
- 4) Welcome to the new multi-screen world
- 5) Content is king, let's light the bonfire

## SESSION 1

### **BUILDING BREAKTHROUGH BRANDS IN POST-MARKETING AGE.**

Is marketing as a business “philosophy” still highly relevant in today’s context or is it becoming irrelevant in the face of mounting human, societal, technological and environmental upheavals. The same factors and trends are altering the composition and dynamics of the marketing ecosystem. Hence, will marketing as a business function- advertising, distribution, promotions etc--as we know it come to an end? If so, have we truly reached a post-marketing age, where the value of traditional marketing is diminishing? If so, what does the new brand-marketing landscape look like? And what are the challenges and opportunities in creating and nurturing brands in the post-marketing age? What are the areas marketers should focus on in building transformative breakthrough brands?

## SESSION 2

### **IT ISN'T DIGITAL MARKETING; IT IS MARKETING IN DIGITAL AGE.**

Digital and social media marketing campaigns are often centered on the tactical delivery of the brand content, sometimes repurposing traditional advertising. While it may be serving certain purposes, such an approach is low in generating radically different new values, as it fails to fully leverage the true transformative potential of digital. Marketing in the digital age is about using digital to listen to consumer chatter, observe consumer behavior and gain a greater and deeper understanding of the consumer. Such an understanding will help to realign enterprise capabilities to serve the needs of consumers in a more relevant and profitable manner. As such, digital marketing is largely efficiency oriented, while marketing in the digital age is about achieving effectiveness.

## SESSION 3

### **CUSTOMER EXPERIENCE: WILL “HYPER-INDIVIDUALIZATION” RETIRE COOKIE CUTTER?**

Traditional marketing assumed homogeneity of target markets. It is expected that the same customer experience (CX) would have equal appeal to every member in the targeted segments. This assumption is not without flaws. In the absence of a better model, this “Cookie Cutter” CX has been prevailed. Digital has forever transformed the traditional strategies, structures, and economics of marketing. The traditional touchpoints through which brands even a few years ago reached consumers are being pushed away. Detailed profiling of individual customers- by fusing data submitted by the customers themselves and behavioral data gathered through digital means – is now possible. The application of advanced predictive analytics to such data, together with the ubiquity of digital, will enable the future of customer experience - Hyper-individualization.

SESSION 4

**WELCOME TO THE NEW MULTI-SCREEN WORLD: UNDERSTANDING  
CROSS-PLATFORM BEHAVIOUR OF CONSUMERS.**

A recent Google Research Study estimated that over 90% of all media interactions today are screen-based. As consumers balance their time between smartphones, tablets, PCs and televisions, they are learning to use these devices together to meet their goals. Are we seeing the terminal-age of viewership of linear television? With the proliferation of channels and diverse content, it perhaps is still growing. However, doubts have often been cast regarding whether TV advertising is still getting enough response to justify the considerable costs. Meanwhile digital, which has made content ubiquitous, is unshackling audiences from the tyranny of conventional TV. Snacking short format video on social is chipping away the share of conventional TV. As the multi-screen behavior is quickly becoming the norm, understanding it has become an imperative for businesses.

SESSION 5

**CONTENT IS KING, LET'S LIGHT THE BONFIRE**

In a world where the Internet is increasingly becoming the first port of call, will the pre-fabricated stories (also known as advertising) continue to get the response they used to get in the past? Should not marketers draw from storytelling tradition, which is perhaps as old as the human civilization itself, and create "story brands". Tell, or ideally co-create, a story to deliver the type of information buyers want to consume. Technology takes the story telling tradition to a whole new level - enabling people to engage, interact and co-create stories. Content marketing through participatory creation builds a sense of ownership; greater consumer intimacy, affinity and engagement; and business results.



**For further information please visit**

[www.events.lbo.lk](http://www.events.lbo.lk)

**Or Contact:**

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