



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: Purpose, Branding and The Digital Age, Speaker: Rita Clifton, Global Brand Authority with works in "The Future of Brands" and The Economist's "Brands and Branding"

In this digital age, brands are still exploring how digital channels can be effectively utilised to preserve brand love among consumers. In her keynote address, Rita will share how strong branding and the successful engagement of consumers in the digital age still rely on a key tenet of branding building: having a core purpose that is clear to consumers and aligns with their 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

12:00PM Lunch

01:10PM 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.

02:10PM Q&A Panel: Shopper Marketing

02:30PM 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.

03:15PM Q&A Panel: Gen Z

03:30PM Building Brand Love with Gen Z, Speaker: Benjie Jimenez, Former Marketing Director, Proctor & Gamble

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 the new generation. Grounded in learnings from Acumen's 2018 study, our speaker will explore strategies for building preference and securing loyalty among the fully digital Generation Z.

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

04:45PM Closing Remarks