



Conference Report

The Conference – Asia's Premier Conference for Marketers & Brands

MarketingPulse is an integrated branding and marketing conference for global marketers, brands, advertising agencies, media, enterprises and innovation professionals to gather and share the latest marketing trends, exchange best marketing practices and explore new collaborations in Asia. From contents defining new marketing strategies to events that connect and catalyse, MarketingPulse is not only a conference, but an inspiring annual rendezvous to explore new frontiers in the markets.

2019 Event at a Glance

52 Distinguished Speakers from **9**

1,529 Participants from **22**

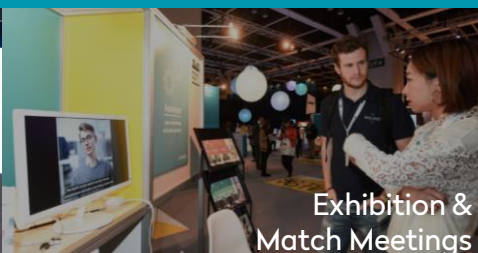
Countries & Regions

Countries & Regions

Click here to watch the highlight video:
<https://www.youtube.com/watch?v=SIDPliNdH00>



Conference & Dialogues



Exhibition & Match Meetings



Networking Activities

Distinguished speakers from



And many more...

Key discussion topics :

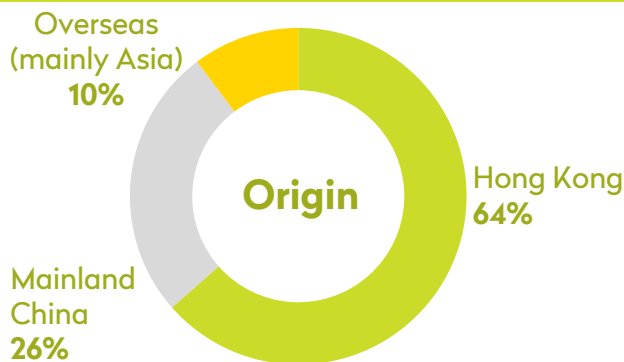
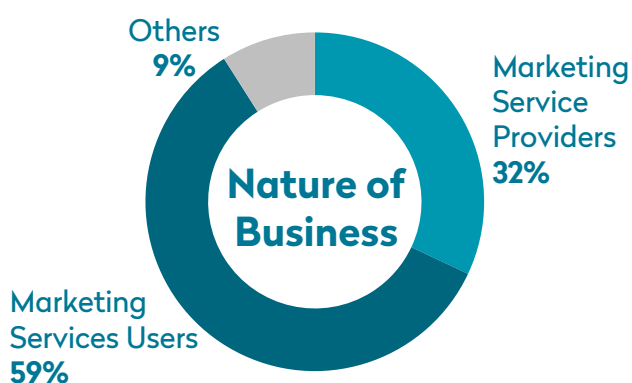
Conference & Dialogue

- Brands' strategies & the future of marketing
- Transformation of agencies and future
- China Gen Z
- Social Branding
- eSports marketing
- Data-driven marketing & blockchain
- Young marketers

Digital Marketing Workshops

- Screen integration marketing in China
- Data-driven digital marketing in China
- Augmented Intelligence and influencer marketing
- Video & search engine marketing
- Market yourself via LinkedIn

Participants profile



Countries & Regions

Hong Kong
Australia
Brazil
Canada
Germany
India
Indonesia
Italy
Japan
Korea
Macau
Mainland China
Malaysia
New Zealand
Philippines
Singapore
Switzerland
Taiwan
Thailand
United Kingdom
USA
Vietnam

Marketing Services Providers

- Advertising / PR Agencies
- Digital Strategists
- Event Management Companies
- Media Agencies
- Customer Relation Management Experts
- Brand Management & Consultancies
- Market Research Companies
- Social Media
- Media and Publishers

Marketing Services Users

- Brands
- C-suite Level Executives
- Manufacturers
- Service Companies
- Property Developers
- Retailers
- Shopping Malls

Major Industry Segment

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

Exhibition with 160+ one-on-one Business Matching Meetings

Business Matching

E-commerce

Ad-tech / Mar-tech Solutions

CHEERS

Digital Marketing Strategies

Video Production

PR Strategies

Event Management Solutions



Hear what they said...

"MarketingPulse allows a lot of professional people to get together, to understand what is happening in the world, to hear from the best, to hear from the experts and to hear things that are going to happen in future with innovation."

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

"Hong Kong is a hub when it comes to advertising, marketing and creativity for all of Asia. It's great to have an event like MarketingPulse bringing people from all over the world to speak and share experiences. We can see different perspectives to refresh and explore ways to do better in marketing."

Dr Marcelo Pascoa
Head of Global Brand Marketing, Burger King

"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

"MarketingPulse 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-Funder & CEO, TwentyFirstCenturyBrand
(Former Chief Marketing Officer, Airbnb
Former Vice President of Global Advertising Strategy & Creative Excellence, Coca-Cola)

"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, & Ms Bonnie Wong, Regional Sales and Business Development Manager, 9GAG

"This is my second time attending MarketingPulse. It is very relevant, reflecting the market trends of the US, China, Japan and other economies. It is a 'borderless' marketing event. I hope business people around the time can come and experience this."

Mr Yoichi Watanabe, Senior Consultant, Japan Marketing Association

"MarketingPulse is an excellent one-stop platform to understand the latest trends and learn from one another. This can really help improve our knowledge about what is happening in the mainland and the world, and enable us to get ready to penetrate further the Mainland China market."

Ms Cristina Ng, Business Development Director, iClick Interactive Asia Ltd.

Our Partners



Supported by (listed in no particular order)

香港廣告商會
THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG



The Hong Kong
Advertisers Association
香港廣告客戶協會



Hong Kong Association
of Interactive Marketing
香港互動市場商會

Digital
Marketing
Community

PRPA
H.K. PUBLIC RELATIONS
PROFESSIONALS' ASSOCIATION LTD
香港公共關係專業人員協會

iab
Powered by HKDMA

prhk

Digital Marketing Workshop Sponsors



Coffee Station Sponsor



Media Partners

campaign



InsideRetailTM
HONG KONG

Marketeers
INDONESIA'S #1 MARKETING MEDIA



新营销
NEW MARKETING

RIA

social
samosa



TimeOut
HONG KONG

STAY ON THE PULSE OF MARKETING

Save the date
27 March 2020
Hong Kong