

# TEEN POWER



# ASIA

“Hot” Tips and “Cool” Tactics to Capture the Asian Teen Market

Featuring Best Practice Case Studies and Key Contributions from:

**MTV Asia**, President

**Levi Strauss & Co.**,

Director of Strategic Brand Planning

**Apple-South Asia**, Creative Markets Manager

**Unilever**, Brand Manager

**Virgin Mobile**, Brand Guy

**Billabong**, Marketing Manager

**MediaCorp Radio**, AVP English Programming

**McCann-Erickson Asia Pacific**,

SVP, Director of Consumer Learning

**The Bonsey Design Partnership**,

Managing Director

**The Filter Group**, CEO

**Taylor Nelson Sofres**,

Director, Regional Qualitative Research

**Lowe Singapore**, CEO

**Soundbuzz**,

Director, Music & Marketing /

General Manager Southeast Asia

**madeforchina**, President & Co-founder

Discover How You Can Increase The Success Of Your Asian Teen Marketing Strategy By:

- Knowing where teen trends originate from
- Creating “Cool” without an overkill effect
- Discovering the strategies to achieve loyalty for your brand
- Launching a top notch teen-centric campaign with finesse
- Communicating with teens on their frequency: break down communication barriers
- Gaining an insight into the Japanese and Korean's teen market
- Understanding the designs that catch the eyes of teenagers
- Exploring other Asian markets to expand your brand

Don't miss our 2 Post-Conference Interactive Workshops - 18th July 2002

- A** Permission Email Marketing Leader Training
- B** A Practitioner's Guidebook to Implementing Innovative Teen Communications Campaigns to Capture the Teen Dollar!

Organised By:



Official Market Information Provider:



Official Publication:



**Day One [ 16th July 2002, Tuesday ]**

**08.45 Registration and Coffee**

**09.15 Chairman's Opening Remarks**

**Dave McCaughan**

*Senior Vice President, Director of Consumer Learning  
MCCANN-ERICKSON ASIA PACIFIC*

This introductory session will be an opportunity for delegates to outline their objectives for the conference. It will highlight the opportunities, issues and challenges of primary importance to the attendees and create a road map for discussion over the next two days.

**09.30 Unlocking the Minds of Asian Teens**

It is imperative that marketers understand the mentality of Asian Teens before attempting to market to them. This is more challenging than it appears to be as teenagers are in the process of finding themselves, creating an identity and exerting their individuality. Thus, this makes the teen mentality highly volatile and difficult to "pin-down". This session will unlock and bring you into the minds of Asian Teens and give you a unique insight into what makes them tick by exploring the lifestyle, contemporary trends, motivation and aspirations.

- Deciphering the Asian Teen : Who are they?
- Take a ride into the mind of today's Asian teenager
- Understanding what motivates their buying behaviour
- How do you influence teens buying behaviour?

**Dave McCaughan**

*Senior Vice President, Director of Consumer Learning  
MCCANN-ERICKSON ASIA-PACIFIC*

**10.15 Crossing the Line : A Complete idiot or Creative Genius?**

To be a creative genius the line has to be crossed and mistakes have to be made - very un-Singaporean. However, to flourish and succeed as a creative individual you must explore your mind and sometimes come up with the down right stupid! Furthermore, technology plays its part and can facilitate these thought processes and experimentation. This session will cover:

- Why individuals, including teens are predisposed to some products
- Why teens choose technology
- Why Apple products are an extension of oneself
- How we can all explore the creativity in us

**Graham Perkins, Creative Markets Manager**

**APPLE - SOUTH ASIA**

**11.00 Tea & Networking**

**11.15 The Insider Story : Where Do Trends Begin?**

We all have seen products which are "in" one moment, and "out" the next. Why does this happen? One word. TRENDS. We know that the ability to spot trends is an imperative success factor in marketing, especially to teens. But where and how are trends born? Using music and fashion as illustration, this highly interesting session will cover:

- Exploring the power of the youth culture/trends
- The Who, Why, How and What of the origin of trends
- How and where do you find out about latest trends?
- How to leverage such knowledge in your marketing activities

**Ian Stewart, CEO**

**THE FILTER GROUP**

**12.00 Creating a "Cool" Brand - The MTV Asia Story**

What is actually "cool"? Is it a state of mind? How does it manifest itself? Can you actually "create" cool? The truth is, there is no single definition for "cool". Debates aside, how do you create a "cool" brand without being "in your face"? Experienced teen marketers know that a brand that desperately screams "I'm so cool!!" would probably be seen as the direct opposite. So, what can you do, as a marketer to create a brand image and personality that is actually "cool" in the eyes of the Asian Teen? In this highly dynamic session, Frank will walk you through the MTV journey towards achieving "Cool".

- The "Cool" factor : What exactly is it?
- Letting Teens view your brand the way you want them to

- Achieving Teen buy-in  
**Frank Brown, President**  
**MTV ASIA**

**12.45 Networking Lunch**

**02.00 Marketing Australian Teen Board-Sports Culture to the Rest of the World**



Mention Billabong and what is the first image that springs to mind? Teenagers. The association made between this brand and teenagers is highly enviable, especially among teen marketers. This case study will outline how Billabong, an established Australian teen board-sports brand, is adapting business and marketing strategies to different cultures and regions around the world.

- Establishing a global marketing council: Developing directions and strategies for the rest of the world
- "Thinking locally, acting globally": Applying global influences on local teen marketing
- Testing and evaluating the effectiveness of global marketing and brand strategies in the teen market

**Phil Ward, Marketing Manager**

**BILLABONG**

**02.45 Building Successful Brand Loyalty in the Teen Market**



Maintaining interest in your brand is probably the most difficult task when marketing to teens. This is, to a large extent due to the fact that teenagers are known to be promiscuous customers. Having said that, there are success stories and this is one of them. This is a case study which will outline what a brand can do build and retain loyalty in the teen market.

- Translating the impact of your ad campaign into a sale or a brand loyal customer
- Maintaining interest in your brand: Constantly changing the mechanisms in your sales and marketing programs to retain loyalty
- Implementing successful loyalty initiatives :Loyalty versus Retention

**Matthew Freebury**

*Brand Manager - Streets Refreshment Australasia*

**UNILEVER**

**03.30 Tea & Networking**

**03.45 Building Loyalty and Connecting with Youths the Levi's Way**



In an exciting new advertising campaign, Levi's customers jumped into life-sized scanners and "photocopied" themselves in various poses in their favourite Levi's jeans. This "True Original" campaign is a testament to Levi's success in relating to their audiences. This campaign manifested the spirit of individuality and originality which teenagers crave, thus creating an emotional connection with the brand. This dynamic session will highlight the ways to retain the loyalty of teens through striking the emotional cord:

- Projecting a youthful image to appeal to teens (and the young at heart!)
- Understanding that teens represent both present and future purchasing power
- Uncovering teen's characteristics and behaviour in creating an emotional connection with them
- How can a brand survive age transitions

**Vrm Raju, Director of Strategic Brand Planning**

**LEVI STRAUSS & CO.**

**04.30 On the Streets : An Analysis of the Contemporary Trends in the Asian Teen Market**

This session, conducted by Taylor Nelson Sofres (Market Research Agency of The Year 2001) will highlight the essential information on the trends on Asian Teens based on qualitative research from a psycho-social perspective.

- what happens to the little Emperor when he reaches the teens?
- what 'anchors' do latch-key teens look for and need?
- brands as 'badges' - the 'me' generation;
- the role of peer pressure, how influences filter down from the 'trendy' set
- brand loyalty? - how teens drop out of 'family brands' and

re-enter them later on as adults.  
 • crossing the chasm - what is the relevance of new technology absorption theories for teens today?  
 • how to get to know what's going on in teenagers' minds - from a marketing research point of view;  
**Priya Tandan, Director, Regional Qualitative Research**  
**TAYLOR NELSON SOFRES**

**05.15 End of Day 1**

**Day Two [ 17th July 2002, Wednesday ]**

**09.00 Re-registration and Coffee**

**09.15 Chairman's Opening Remarks**

**09.30 Designing for Success - Creating a Design to Captivate Your Audience**

A core part of a product or service is the package in which it is presented in. The packaging serves as the 'face' of a brand from which consumers can identify and differentiate your product from a myriad of other products. More so for teenagers, who are well-known to be highly visual and image conscious creatures. Hence, the design of the packaging is an integral part of the branding success of your product. This session will explore:

- The Good, The Bad and The Ugly
- Identifying a Design that best represents your product
- Catching the Eye of the Asian Teen

**Jonathan Bonsey, Managing Director**  
**THE BONSEY DESIGN PARTNERSHIP**

**10.15 "That was Awesome, Man!" - Launching a Winning Asian Teen-Focussed Marketing Campaign**

Creating a campaign is creating an experience. It is a vehicle for marketers to allow consumers experience and gain insight into the brand. How do marketers design and execute the campaign with panache while fulfilling the objectives of the campaign? This session will enable you to understand the essential factors which need to be present in launching a successful teen campaign, in this case, Asian teens, to view the brand through the marketer's eyes and ultimately buy into the brand.

- What are the key factors that make a campaign a winner?
- What every teen marketer needs to know before planning a teen-centred campaign
- How do you effectively incorporate the various important elements into your marketing plan
- What are the key caveats to look out for?

**Addison James, CEO**  
**LOWE SINGAPORE**

**11.00 Tea and Networking**

**11.15 Getting Teens to TUNE-IN - Effective Communications Strategies**

How many times have we heard lamentations of parents, teachers, and yes, teen marketers that they just can't seem to get the message across to teens? A seemingly simple and direct message can easily be misconstrued or worse, ignored by teens. With a specific focus on Asian Teens, Bernard will delve into his experience as radio DJ, programmer and manager, with illustrations on radio stations, in communicating with teens to debunk the myths of teen communication methods and offer solutions that will get your message across effectively.

- Why do teens TUNE-OUT on you?
- What can you do to open the lines of communication?
- What are the most effective strategies to employ to make teens buy-into your brand?
- What should all teen marketers avoid?

**Bernard Lim, Assistant Vice President**  
**MEDIACORP RADIO**

**12.00 The East Asian Perspective - The Influence of Japan and Korea to the Rest of Asia**

Japan and Korea seem to be trendsetters for teens in this region. It would not be an overstatement to say that they are crazy over

music, apparels, hairstyles, toys and games originating from these countries. Why and how did this phenomenon come about? What edge do they have over brands originating from other countries? Could it be the originality, sense of adventure and fun which all seem so inspiring to teens here? Or is it because it is something they could relate to? How can you as an Asian teen marketer learn from these East Asian brands?

**Dave McCaughan**  
**Senior Vice President, Director of Consumer Learning**  
**MCCANN-ERICKSON ASIA-PACIFIC**

**12.45 Lunch**

**02.00 Email Marketing to Teens: What Works**



Every teenager has an email account. So you can be sure you are directly in contact with your target market by using this mode of marketing. Byron will discuss the merits and perils of email marketing, how to access different data marketing services and what to look out for to ensure the best response rates for campaigns.

- Know your audience: Understanding how teens use email
- Designing games and funky designs to attract their attention
- Permission or interruption marketing : What works
- How do teens respond via email

**Byron Constable, President & Co Founder**  
**MADEFORCHINA**

**02.45 Inventing and Maintaining a Brand That Attracts Teen Dollars Through Innovative Communications Campaigns**



Virgin is one of the world's most recognised brands. Its association with innovation and fun is unmistakable. In this dynamic session, Nathan will leverage on his experience in brand marketing to discuss:

- Developing the brand to reflect the changes and demands in the teen market : How do you keep up with trends?
- Capturing the interests of teens: How to avoid falling into traditional marketing and advertising methods which may not work
- Creating a creative culture within the organization: Encouraging new ideas, new avenues and outside-the-square concepts for marketing, advertising and sales programs.

**Nathan Rosenberg, Brand Guy**  
**VIRGIN MOBILE**

**03.30 Tea and Networking**

**03:45 See You Online! :) - Effective Internet Marketing Strategies to Asian Teens**



Teens make up a huge chunk of active Internet users. They are the consumer group with the highest propensity to react based on what they see online. Logically, marketers should capitalize on this platform to reach out to them. In this session, Sandy will capitalize on his knowledge of online teen marketing to share with you:

- How do you develop an online marketing strategy that is irresistible to Asian Teens?
- What do they want? How do they want it?
- What matters more - your website content, design or other features?
- How relevant is it to have marketing synergy between your online and offline initiatives?
- How do you create it this synergy?

**Sandy Monteiro**  
**Director, Music & Marketing /General Manager Southeast Asia**  
**SOUNDBUZZ**

**04.30 INTERACTIVE PANEL SESSION**

**Diving into the Bags and Pockets of the Quintessential Asian Teen**

This no-holds-barred session will enable you to ask the experts themselves directly about their thoughts, lifestyle, and thoughts on your brand.

**05:00 Chairman's Closing Remarks**

**05:15 End of Conference**

# post-conference

18th July 2002

inter  
active  
workshops

## Workshop A • 09.00 - 12.00

### Permission Email Marketing Leader Training

Led by : Byron Constable, President & Co-founder, madeforchina

This 6 step interactive workshop is designed to empower Senior marketing, advertising and media professionals in Asia to make well informed decision on buying and using email marketing services to run campaigns. Attendees learn how to:

- evaluate email marketing and database services
- avoid exposing their brand to any potential risks during the campaign
- get maximum return on their investment for each campaign.

The workshop has been attended by people working in the marketing and media division of the worlds leading corporations (including Intel, Ogilvy interactive, Mdigital, Kodak, Nokia ...) operating in Asia.



#### About your workshop leader

Byron Constable was born in the UK in 1968 and educated at Kingston College, London. He began his career as a forecast analyst in one of London's leading commodity consultancies, where he developed a fascination with looking into the future and the effects of consumer behavior in different markets and countries. After living for a few years in the USA and France developing his creative skills, he was appointed Marketing Director for a firm in Hong Kong, only to be re-assigned to Beijing, China 2 years later.

In 1997, shortly after this transition, he and a business partner setup madeforchina with the vision of creating innovative consumer activities for clients marketing to Mainland China consumers.

For the next 5 years madeforchina was to shape the history of consumer marketing in China with the creation of sensational digital media promotions such as Intel Netpanda, Nokia Adventure game and "Go girl", China's first virtual hostess, and more recently as the inventors of the phrase "permission email marketing" in Mandarin Chinese.

Now, madeforchina has matured to become the leading Permission email marketing company on the mainland, having accumulated a database of over 8 million profiled consumers and running email campaigns for a range of distinguished clients including, Ericsson, Microsoft, HP, Esprit, IBM and Dell. Madeforchina also owns MFC insight, a consulting company renown internationally for their expertise in advising business leaders on the future development of Mainland China's telecommunication industry.

He frequently lectures on permission email marketing techniques and was the creator of the marketing leader executive training program already completed by over 300 senior level marketers from multinational corporations and 4a advertising agencies.

## Lunch • 12.00 - 01.00

## Workshop B • 01.00 - 04.00

### A Practitioner's Guidebook to Implementing Innovative Teen Communications Campaigns to Capture the Teen Dollar!

Led by : Nathan Rosenberg, Brand Guy, Virgin Mobile

It's not easy to come-up with a campaign that is innovative, fun, relevant and attention-grabbing for teens. But we all know how essential this is to brand building, and this challenge is doubled as your target market is teens. In this session, Nathan will walk you through:

- What is your idea of a great campaign if you were a teen?
- What do you remember most about the campaign?
- Translating your ideas into concrete actions
- Building a marketing plan



#### About your workshop leader

Nathan Rosenberg joined Virgin Mobile in June of 2000 and heads up the brand marketing area, responsible for the development of the brand and marketing communications strategy.

Virgin Mobile is Australia's fastest growing mobile company and is setting the pace for the rest of the industry. In less than 18 months it has become number 3 in net connections. It works closely with its sister companies in the United Kingdom and Singapore to ensure it is able to benefit from the experience of other markets.

Nathan has seven years telecommunications industry experience and was previously responsible for Channel Marketing at Vodafone and Marketing Communications activity at Optus Mobile for its pre-paid product. Before working in telecommunication, Nathan worked for Optus TV in Publicity & Promotions, and Community Aid Abroad in Events Management.

Nathan has a passion for the Virgin Brand because of its focus on people and its brand values. Nathan comments "At Virgin Mobile we challenge the way things have always been done and deliver a service that keeps things simple, fun and great value for the customer".

Nathan truly believes that only Virgin Mobile can deliver 'real' change to the world's mobile market, as it is unencumbered with the traditional models of business operations for a mobile company.

Here are just some companies who benefited from IQPC's past youth-marketing conferences.

<b>Coca Cola</b>	<b>Warner Bros</b>	<b>Leo Burnett</b>
<b>Walt Disney</b>	<b>Pepsi</b>	<b>Danone Asia</b>
<b>Kraft Foods</b>	<b>Smithkline Beecham</b>	<b>Bristol-Myers Squibb</b>
<b>Burger King</b>	<b>Cartoon Network</b>	<b>San Miguel Food Group</b>
<b>KFC Holdings</b>	<b>TNT</b>	<b>Singapore Telecoms</b>
<b>Cold Storage</b>	<b>TV12</b>	<b>Frito-Lay</b>
<b>Lego Asia</b>	<b>Nike</b>	<b>Lycos Asia</b>
<b>Mattel</b>	<b>Lion Corporation</b>	<b>Discovery Asia</b>
<b>Nickelodeon</b>	<b>Singapore Cable Vision</b>	<b>Unilever</b>
<b>Microsoft</b>		

**WHO SHOULD ATTEND?**

- Marketing Directors**
- Youth Marketing Directors**
- Advertising/Media Directors**
- Market Research Directors**
- Brand/Product Managers**
- Media Executives**
- Promotion Managers**

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# TEEN POWER ASIA

A Two-Day International Conference • 16th - 17th July 2002 • The Hilton, Singapore

Post-Conference Workshops on 18th July 2002

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