

TEEN POWER CHINA 2002

19 - 20 MARCH 2002

〈青少年威力研讨会2002〉

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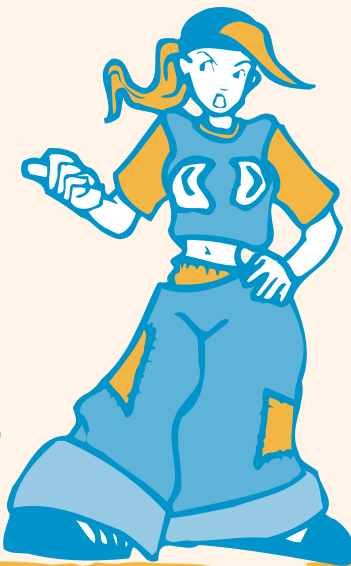
MEET TEEN MARKETING EXPERTS FROM:

- NIKE
- LEVI STRAUSS & CO.
- AVON CHINA
- PROCTER AND GAMBLE, VIDAL SASSOON
- WARNER MUSIC CHINA
- PROCTER AND GAMBLE, WHISPER
- MTV CHINA
- SINGAPORE TELECOMMUNICATIONS
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- MADEFORCHINA.COM
- SOHU.COM

Teens are spending US\$150 billion worldwide per year. Are you already thinking of getting them to spend some of those dollars on your products or services?

青少年每一年的消费高达美金1500亿。您可曾想过让他们花这笔钱在您的产品与服务上?

Attend and be confident with the know-how to:
青少年市场的关键销售策略。您领悟了吗?



- ✓ Implement successful teen marketing strategies in your organization
- ✓ Analyze the generation gap between teens and their parents in China and how it affects your current marketing strategy
- ✓ Understand how you can employ superstar power to appeal to teens
- ✓ Catch the right wave in marketing to teens online
- ✓ Minimize damage from piracy and rip-offs: an inevitable result of success in a huge domestic market
- ✓ Understand what's cool and what's not with teens in China
- ✓ Attract and win the tech-savvy generation
- ✓ Understand the one child policy and its effect on China's media landscape

Don't miss our interactive workshops, which enable you to implement successful teen marketing strategies in your organization

WORKSHOP A: DECIPHERING TEEN & YOUNG ADULTS' BEHAVIOR - Why they act the way they do?

WORKSHOP B: DEVISING A TEEN MARKETING MIX IN CHINA

WORKSHOP C: MAKING ONLINE MARKETING WORK FOR YOUR BRAND OR PRODUCTS

WORKSHOP D: ORGANIZE EVENTS TO COMPLEMENT YOUR MARKETING CAMPAIGN

WORKSHOP E: GRABBING TEENS' ATTENTION

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DAY ONE : 19 MARCH 2002

8.30 **Registration & Coffee**

9.00 **Chairman's Opening Address**

David McCaughan

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

9.10 **The Hip Hop Generation: Find Out What's Hot & What's Not with China Teens**

China's allowance of capitalism within a communist state has created a generation brought up on MacDonald's and MTV. With much more available in newly built mega malls and ubiquitous street markets, teens have cultivated a taste for what is "now", hoping on to whatever that is trendy at any point of time. Linda shares what affects their current fancies and how to appeal to them.

- Deciphering the fickle and spontaneous generation
- Appealing to them by making a point to know what's hot and what's not
- Why market preferences are changing much faster than other markets

Linda Kovarik

Associate Director, Strategic Planning

LEO BURNETT

9.55 **Teen Targeted Music Marketing-The Way to Teens' Heart**

Nothing speaks louder to teens than music. With so many budding and promising stars debuting every year, no wonder the competition and chart for success is ruthless. The marketing machine behind the artiste is equally as important as the talent of the artiste. Find out from Zorro how importance of "packaging" of the artiste is when it comes to marketing them to teens.

- Teens: Huge fans of superstars and music
- The importance of knowing your audience in the "packaging strategy" of an artiste
- Types of activities organized for teens to keep them connected with their favorite artiste.

Zorro Xu

Managing Director

WARNER MUSIC CHINA

10.40 **Coffee & Networking**

11.00 **The Right Brain Method in Strategic Advertising to Target Female Teens**

When you have a product specifically targeted at female teens it is important to know what matters most to them. It is essential to be able to decipher the complexities in the transition between puberty and maturity. Find out some timeless truths as Vijay reveals his secrets in grabbing female teens attention.

- Deciphering the psychology of females teens
- Finding out what their whims and fancies are
- Deciding on the method to deliver the message across
- Maintaining a consistent message across various mediums

Vijay Santhanam

Marketing Director, Greater China Feminine Care

PROCTER AND GAMBLE CHINA

11.45 **Why Nike have Maintained Their Position as a Top Teen Global Brand**

**INTERNATIONAL
CASE STUDY**

The brand "Nike" is on the lip of every teen! Nike has a unique relationship with teens worldwide, as they have been successful in getting their message across internationally. Find out how Nike is able to understand teenagers and how they manage to market in a meaningful way to them!

- How does sports fit into the lifestyle of the teen
- What attracts teens
- How have Nike bridged the gap between sport and clothing

Megan Ryan

Public Relations Director

NIKE

12.30 **Lunch**

1.45 **Analyze the Generation Gap Between Teens & Their Parents in China Today**

The generation gap between teens and their parents is said to be the widest in history. Teens have been exposed to the world outside China, and unlike their parents, they have been exposed to different forms of

media ever since birth. With the internet evolution and progression in technology, teens in China are tech-savvy and sophisticated consumers who are familiar with international brands. In this session with Ian, find out how this generation gap has created an interesting texture in China's media landscape for both consumer and luxury good.

- What entails the so-called "generation gap"?
- How can marketers capitalize on this generation gap
- Understanding the extend of teen's influence on their parents

Ian Stewart

Director

THE FILTER GROUP

2.30 **Beyond Branding-Marketing to the Socially Aware Youth Market**

In order for any brand to survive and continuously appeal to the teen market, companies need to be aware that they have to be innovative in their approach in reaching out to them! In a 360 degree method of finding out the latest trends for teens, find out how to reach teens via different media forms.

- Finding out what teens read, what they watch
- Innovative ways of making strategic tie ups with different medias
- Reaching out to them through different medias

Soo Yee Kim

JIGSAW INTERNATIONAL

3.15 **Coffee & Networking**

3.30 **Youth Brand Building in MTV China**

TV is an integral part of any teen's life. With hundreds of channels to surf, it is really difficult for teens to stay on any channel. But ask any teen you know and be sure that they watch MTV often. In this exciting session, see why MTV is so popular with teens as they produce the coolest, hottest stuff that make teens glued on.

- Why youth are so critical in brand development
- How to understand China Youth
- Where to catch China Youth
- Building a power brand for them
- The MTV way to appeal them

Li Yifei

Vice President & General Manager

MTV CHINA

4.15 **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.COM

5.00 **Chairman's Closing Remarks**

5.10 **End of Day One**

DAY TWO : 20 MARCH 2002

8.30 **Registration & Coffee**

9.00 **Chairman's Opening Remarks**

David McCaughan

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

9.10 **Connecting with Youth the Levi-s® Way**

In an exciting new advertising campaign, Levi-s® customers jumped into giant life-size scanners and "photocopied" themselves in various poses in their Levi-s® jean of course! This "True Original" campaign just reiterates that Levi-s® knows how to relate to their audience. To teenagers, this campaign allows them to express their individuality, creating an emotional connection with the brand. In this session presented by Raju find out how to retain the fickle teens' loyalty by being able to make an emotional connection with them.

- Projecting a youthful image to appeal to teens (or the young at heart)

- Understanding that teens represent both present and future purchasing power
- Understanding teen's characteristics and behavior in creating emotional connection with them
- How can a brand survive age transitions

Vrm Raju

Director of Strategic Brand Planning
LEVI STRAUSS & CO.

9.55 Understand How You can Employ Superstar Power to Appeal to Teens

Many brands have adopted the use of superstars, be it international or local stars to endorse their brand or products. This works really well, especially for the aspirational teen who tends to look up to celebrities. Find out how Vidal Sassoon uses superstars to endorse their brand and how they gain special attention from teens.

- Why it works?
- Reinforcing your brand name with a celebrity tag
- International and local super-stars

Hanson Sun

Brand Manager

PROCTER AND GAMBLE CHINA (VIDAL SASSOON)

10.40 Coffee & Networking

11.00 Tailoring Your Marketing Campaigns to Capture Teen Dollars

Today teens are media savvy and are aware of their feelings and perceptions when interpreting advertiser's message to them. Find out how Singapore Telecommunications have been able to cut through the clutter and emerge Youth Marketer of the Year by MTV Asia's Youth Marketing Award.

- What are the factors to consider when devising your teen marketing campaign
- Understanding teens in your market
- Appealing to teens in your marketing mix

Edwin Koh

Director of Consumer Marketing

SINGAPORE TELECOMMUNICATIONS

11.45 The One Child Policy & its Effect on China's Media Landscape

Even since 1980s, a rule clad in iron to control population growth in China has been established. Children who grow up in an environment where there is no need to share any of his parent's affection and resources can result in an over indulgent child. With parents pinning all their hopes and aspirations to that one child, it should create an interesting media landscape for many marketers. In this session, Dave McCaughan shares his analysis on how companies can leverage the "side effects" of the one child policy to cash in on teen consumers...

- What are the social effects on China for having an entire generation of single-child families
- How has this changed the media landscape in China
- Making use of this changing social environment to better your marketing strategy

David McCaughan

Senior Vice President, Director of Consumer Learning

MCCANN-ERICKSON ASIA PACIFIC

12.30 Lunch

1.45 PANEL SESSION

**Minimize Damage from Piracy & Rip-offs:
An Inevitable Result of Success in a Huge Domestic Market**

China has an undisputedly huge market. But this also means a strong breeding ground for "piracy". Brands that have been painstakingly

established could be cannibalized with a rip-off or a copy of a product. Though teens are media savvy and well-informed as compared to their parent's generation, most of the teens in China still do not possess that huge purchasing power. And quite a few of them turn to buying the cheaper counterfeit and avoid paying premium for the "real thing". Join us for this controversial panel session where we will discuss:

- The effects of piracy on brand
- How to counter-react this problem
- Can this problem possibly have hidden benefits

Speakers of the Day

2.15 Teen Business, Good Business: Avon's Story

Avon Products, the world's largest manufacturer of beauty products has been updating its image as it seeks a younger market: teenage girls. Find out Avon's route to extend her brand equity into new customer segments, distribution channels and new product categories as they venture into the rapidly growing teen market in China.

- Why is teen business good business
- Making use of various mediums to relay their message to their target market
- Branding strategy to stay relevant to this demographic

George Huang

Project Manager, Up 2 U

AVON CHINA

3.00 Coffee & Networking

3.20 Catch the Right Wave in Marketing to Teens Online

Teens spend an average of 303 minutes online over 8 days. Since teens spend a significant amount of their time online, it is important for any brand or product targeted at teens to have an online marketing presence. But before you hop on this online marketing band wagon, you must assess what types of online presence you need. The important component of your online marketing strategy is viral marketing. In this session, find out how important it is to be able to make your online viral marketing complement your offline campaign.

- Examine the critical factors in determining whether you need an online presence
- Making viral marketing work
- The effectiveness of multimedia games in appealing to teens

John Zhao

Senior Manager, Art Studio

SOHU.COM

4.05 Sports & Entertainment Events: A Powerful Marketing Medium

Sport and music entertainment are integral to teens' lifestyles and therefore a powerful marketing medium. Positioning your brand alongside events that are meaningful to a teen's lifestyle is a strategy for success. In this session, discover how sport and entertainment fits into the lifestyle of teenagers and the impact of using such events to market to this demographic.

- How to leverage sponsorship of sports and entertainment events to complement your marketing strategy
- How to create a deep emotional connection between your brand and your target market
- Maximizing and measuring the effectiveness of sponsorship of sports and entertainment events

Jonty Kelt

Vice President Sales/Business Development

SPORTING FRONTIERS CHINA AND HONG KONG

4.50 Chairman's Closing Remark

5.00 End of Day Two

WHO SHOULD ATTEND

Teen Power was researched and developed for Directors, Managers & Leaders of:

Marketing • Branding • Sales • Product Development • Marketing Research •

Business Development • Advertising & Promotions

〈青少年威力研讨会2002〉是特别为

销售业务 • 品牌业务 • 销售策略 • 事业发展 • 广告促销 的总监, 经理, 领导者等, 所研究和设计的。

PRE - CONFERENCE WORKSHOPS • 18 MARCH 2002

WORKSHOP A: 9.00AM - 12.00PM

DECIPHERING TEENS & YOUNG ADULTS' BEHAVIOR: *Why they act the way they do?*

Led By: Ian Stewart, *Director - THE FILTER GROUP*

Soon Yee Kim - JIGSAW INTERNATIONAL



How can you think like a teen when you are not one? It is crucial for marketers and product developers to understand why their target audience are thinking and acting the way they do. This is to ensure that your marketing strategies or products appeal to the fickle and technologically savvy teenagers. In this practical and interactive session with Ian and Kim, brainstorm on how you will be able to hit bulls eye with your target audience. HOW? Think and act like one...

- ✓ Teen psychology: Searching for an identity
- ✓ Understanding teens
- ✓ Teens are fickle: How to make this fickleness your advantage
- ✓ Researching with teens



ABOUT YOUR WORKSHOP LEADER

Ian Stewart, *Director - THE FILTER GROUP*

Ian came to Asia 11 years ago, working first for Market Behavior Limited (MBL) market research agency in Thailand, Indonesia and Hong Kong. He later become the Research and Trends Manager for Coca-Cola for North Asia, based in Hong Kong, and focusing on youth trends and marketing. He then accepted an offer to head the regional research and consumer strategy team at MTV, based in Singapore. He then left to start his own youth marketing consultancy called Filter, which currently has offices in Bangkok, Hong Kong and Singapore. He also owns a street fashion label called Soba with his wife.



Soon Yee Kim - JIGSAW INTERNATIONAL

Kim has been a curious qualitative researcher in China for the last 6 years. She believes in total immersion with the Chinese people to fully gain invaluable consumer insights. Beyond the one way mirror, Jigsaw (the company she works) has consumer trend panels in several key cities in China where her trend team keeps tab on the constant pulse of changes of the receptive Chinese consumers.

LUNCH 12.00 - 1.00

WORKSHOP B: 1.00PM - 4.00PM

DEVisING A TEEN MARKETING MIX IN CHINA

Led By: Linda Kovarik, *Associate Director, Strategic Planning - LEO BURNETT*



With more and more products going through the gates of the Middle Kingdom for fickle teens, it is crucial to devise a well-round marketing plan to gain market share. Though it seems that TV advertising is definitely a must for brands that wants to reach out to the mass market, it is also important for any marketer to use a creative and strategic slant to all elements of their marketing mix. In this interactive session with Linda Kovarik, find out how your marketing mix can keep the loyalty of the teens!

- ✓ Understanding Teens in China
- ✓ What make them different from teens in the rest of Asia
- ✓ Devising a marketing mix: Advertising, viral marketing campaign, media events, strategic ties up...etc.
- ✓ Assessing the effectiveness of your campaign

ABOUT YOUR WORKSHOP LEADER

Linda came to China in 1989 after graduating from Marquette University to assist the establishment of the Northeast China Language Center in Changchun, Jilin Province. In 1990 she moved to Beijing and worked as a documentary producer with CCTV and later with the United Nations Education Science and Cultural Organization (UNESCO) as Programme Officer for cultural and education projects in China, North Korea and Mongolia until the end of 1994. After a four year stint in Sydney Australia working for the Australian Opera and the Victorian State Opera in Marketing and Sponsorship Linda returned to China as Strategic Planner with Ammariti Puris Lintas in Shanghai to work on Foster's Lager, J&J brands, Adidas, and Unilever brands. For the past 2 and a half years she has been working at Leo Burnett Hong Kong as Associate Planning Director on and P&G brands for Greater China (Vidal Sassoon, SK-II, Tampax & Inner Science) and Wrigley's chewing gum brands for China and on major consumer studies for Greater China.



POST - CONFERENCE WORKSHOPS • 21 MARCH 2002

WORKSHOP C: 8.30AM - 11.30AM

HOW TO MAKE ONLINE MARKETING WORK FOR YOUR BRAND OR PRODUCTS

Led By: Byron Constable, *President, Co-founder - MADEFORCHINA.COM*



The effectiveness of an online marketing strategy is a huge concern for any marketer who plans to invest scarce marketing dollars into an online strategy. It is crucial for any marketer to know what are the factors that attract teens online. You may be thinking of incorporating the latest technology and designs in your site. But doing that may not necessarily have optimal results in attracting teens and could be a waste of resources. In this interactive session with Byron, sketch out your roadmap to making your online marketing strategy work for your brand or products.

- ✓ What factors attract teens online
- ✓ When and why teens need "pushing" to a site
- ✓ What works, what doesn't work
- ✓ Blueprint for an online teen marketing project
- ✓ Implementing viral marketing
- ✓ What works to draw attention to your offline campaign



ABOUT YOUR WORKSHOP LEADER

Originally sent to Beijing, China in 1996 as a Marketing Director for a Hong Kong enterprise, Byron left the company in 1997 to set up Madeforchina. In his tenure at Madeforchina, Byron has launched the Ford Transit (Ford's only China produced car) created the NetPanda for Intel, and put 5% of China's Net surfing population through Madeforchina's Nokia promotion. Byron speaks both Chinese and English, and has over twelve years of marketing experience, four of which have been spent producing online and email promotions.

WORKSHOP D: 12.15PM - 3.15PM

ENTERTAINMENT EVENTS TO COMPLEMENT YOUR MARKETING CAMPAIGN

Led By: Jonty Kelt, Vice President Sales/Business Development - SPORTING FRONTIERS CHINA & HONG KONG

Teens love to be entertained and organizing live events is an effective way to make an emotional connection with them. By assessing your brand/products, you can decide what types of live events you can use to leverage your marketing mix. In an interactive and fun packed session with Jonty Kelt, discover how you can make your brand stand out even more!

- ✓ What are the types of events that will work for your brand or product?
- ✓ How to measure R.O.I from event sponsorship?
- ✓ How to maximize R.O.I from event sponsorship investment?
- ✓ Leveraging co-sponsorship opportunities?



ABOUT YOUR WORKSHOP LEADER

Jonty is a New Zealander whose marketing experience spans the financial services, digital media and entertainment industries. Having worked in Australasian countries, China and Europe he has a keen interest in the evolution and differences of markets and how they are affected by the forces of globalization.

WORKSHOP E: 3.30PM - 6.00 PM

GRABBING TEENS' ATTENTION

Led By: John Zhao, Senior Manager, Art Studio - SOHU.COM

Finding out what colors and design will attract teens' attention is by no means easy. Teen trends change so quickly it is difficult to determine the styles and design. However, it is economically viable to be able to let the design or packaging stay "hot". Through an interactive session of brainstorming find out how to incorporate your marketing strategy into feasibility planning to design a poster, packaging or an advertisement.

- ✓ Making a list of priorities for different elements in a marketing campaign
- ✓ How can licensed product enhanced design attract teen's attention
- ✓ Linking the identity of your brand with design and color
- ✓ Class quiz: Test your TEEN-ability with the what's hot what's not test



ABOUT YOUR WORKSHOP LEADER

John Zhao is senior manager in charge of SOHU Art Studio. John joined SOHU.com in 1998 and has had extensive experience in Online Marketing, Website Development, Multimedia and UI Design. He has provided professional design services for clients such as Ericsson, Motorola, Nokia, IBM, COMPAQ, Intel, TCL, Legend, Tricon(KFC,PizzaHut), Procter & Gamble and Bank of China.

CHINA INSIGHT: HIDDEN POWER, REAL ENGINE

China is not only biggest market in term of numbers but also the most interesting one in the 21st century. Why? Because China is becoming the "real-engine" of New Asia Economy. And teenagers are the "hidden power" in the market. Why? Because they are one of the "more" important part of the existing market and the "most" important part of the future market. So, if you attend this conference, you will get the valuable insights of the "hidden-power" of "the real engine" in Asia!

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HAVE YOU BEEN CREATIVE IN APPEALING TO THIS LUCRATIVE BUT ELUSIVE DEMOGRAPHIC?

Teenagers - call them selfish, reckless, rude, fashion conscious, fickle and even rebellious BUT don't ever forget they represent 150 billion dollars of spending per year.

Numerous brands and products cite teenagers as their key target market but not all know how to capture the imagination and loyalty of this lucrative market.

In an age of media proliferation, the choice for teenagers is vast and exciting. Marketing budgets are increasingly stretching into uncharted territories in an ever increasing array of methods. Teens are fickle but this trait represents a window of opportunity for marketers to out do their competitors in the quest to get claim a share of their teen dollar. And with teen trends altering at an incredible pace, it is imperative for all marketers to be on their toes in adapting to such rapid changes.

Be informed of the latest trends and updates in teen marketing with our panel of teen marketing experts and strategists. With exciting case studies and expert analysis, witness how these experts obtain their share of the teen pie and then, CLAIM YOURS!!!

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TEEN POWER CHINA 2002

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