



Session: Agencies in the Era of Transformation

Synopsis

Revolution is in the air as we find ourselves amid a pivotal age of transformation. In response to the rapidly-changing consumer behaviour and cutting-edge technology which are shaping the future of marketing, business models, brands and corporations alike have to transform and embrace the challenges and opportunities.

And on the front-line of this new marketing battleground are agencies. What does the future hold for them? What exciting new direction is their creativity heading? In this session, legendary advertising figures look into a crystal bowl to predict the destiny of creatives – telling their stories and examining the challenges.

Moderator

- **Mr James Reeves**
Content Creator, Minimum Fat Content

Speakers

- **Ms. Angie Wong**
Managing Director, Leo Burnett Shanghai
- **Mr Shuhei Tsuji**
Creative Director, TBWA\HAKUHODO
- **Mr Nuntawat (Golf) Chaipornkaew**
Founder and Creative Director, NAWIN consultant
- **Mr Jam Wu**
Creative Director, J. Walter Thompson Hong Kong

Summary

The panel included speakers from different countries, namely: Hong Kong, Thailand, China, Tokyo, focusing on creativity and dealing with new marketing problems,

Ms Angie Wong started by saying : “The secret of all effective advertising is not the creation of new and tricky words and pictures, but creativity, which has the power to transform human behavior.”

She presented one case study “Cadillac x Young Lion” which focused on helping teachers in rural areas in China. This campaign was successful because nowadays young people care more about CSR. The campaign was built on an interactive approach that saw the brand sharing the video on the WeChat platform, and the users were able to choose the alternative endings for the video. The purpose of the campaign was to understand the customers and the brand acted only as a facilitator within the establishment of the different stories.



Mr Shuhei Tsuji, Creative Director, TBWA\HAKUHODO, shown the audience a project the AIG LGBT Campaign to explain how in times of change, vision is anchor and since consumers are overflowed with information, brands need to seek the WOW effect. Passion is a key factor and it goes beyond logics and efficiency. The key message to brands is that they need to be brave enough to transform and adapt.

Mr Nuntawat (Golf) Chaipornkaew, Founder and Creative Director, NAWIN consultant, represented a boutique agency with 3 people. The case study presented is from a flower brand “chor”, which promotes a B2B company exchange flowers not to buy new flowers all the time. Another project was Doctor V toothpaste. Both case studies were there to show how companies can be creative even though they do not have budget for marketing activities.

Mr Jam Wu, Creative Director, J. Walter Thompson Hong Kong, the example presented was Hoegaarden Rosee and the idea of the mobile Mobile Happy Hour designed to bring happy hour to the workers at the office through a truck and share happiness. This created organic social media traffic as people involved started sharing on the social media pages.

Another example brought to stage by Mr Wu was the KFC campaign structured on humor apologizing for the lack of chicken. “FCK, I am sorry”.

After the presentation, the moderator started with questions both from him and audience. First, questions for each speakers. For example, For Ms Wong, people were interested in knowing some results for the Cadillac x Young Lion’s campaign.

She answered that they had 170,000 participants with a total donation of \$1.7million RMB. On top of that, Cadillac was selected as No.1 brand in corporate social responsibility and customers had a positive feeling about the brand.

About WeChat a question was on how to use the platform in an optimized way. She explained that brands spend a lot of money on WeChat Moment Ad but this is actually a huge driver for traffic especially for luxury brands. It marks their positioning.

A question for Mr Tsuji regarded the results of the AGI LGBT campaign. He replied that 60,000 engagements were achieved, but at the same time he explained on how the campaign redefined the image of the company which was much more valuable.

Another question for Mr Wu inquired about the difference between floor and independent agencies. He explained that independent agencies are smaller in size and smaller turnover, floor agencies usually have larger office and more resource but also different teams, so they can engage with different brands that differ in size and budget.

The rest of the questions were asked to all speakers, and they felt comfortable in sharing their way and engage into the debate.

Question: Brands talked a lot about performance marketing; how can agencies help brands making revenues?

Mr Chaipornkaew replied that good communication was the means to create a good image of the brand, which inevitably brings sales.



Ms Wong stated instead that the secret is into segmentation and tailored communication.

Mr Wu proposed a more technical approach based on data to have a more customer-centric approach.

Question: How to deal with limited budget, and any tips for better result?

Mr Chaipornkaew suggested all brands to adopt an entrepreneurial approach based on cost-efficiency.

Mr Wu believes that data analysis can provide cost-efficient solutions.

Question: With super technology, many brands make use of AI, which are the challenges for agency and how agency can use creativity to deal with the dynamic environment?

Ms Wong explained that the role of agency was still to provide insights and deliver the vision of the brand. Being an outsider, an agency could offer some objective view on how people interact with the brand. The agency should help the brand to define a strategy to reduce the distance between brand and its customers.

Mr Tsuji emphasized on the fact that agencies came in when brands realized what they could not do, but an agency should feel part of the company to differentiate itself from the others.

Question: How advertising agency can work on long-term campaigns?

Mr Wu believes in social campaigns.

Mr Chaipornkaew agreed with that.

Ms Wong strengthened the statement by explaining that creativity had the power to change human behavior, for example, switching off the light for 1 hour to save our environment seems nothing, but the example could educate thousands of people in doing so.