



Session: Have Your Say!

Synopsis

Stay hungry, stay curious and stay young! This dialogue session is open to the floor!

Marketers of all generations are invited to share their ideas and insights on hottest marketing trends, strategies targeting the young generation and how young minds are key to the future of marketing and advertising – understanding how popular culture is driving the industry like never before.

Moderators

- **Mr Lok Chi Hou (Sixtycents)**
Founder & CEO, Manner Culture Ltd.
- **Mr Vincent Tsui**
Founder & CEO, Toast Communications Limited

Panelists

- **Mr Richard Juan**
TV and online personality, model, actor and host
- **Mr Tommy Ng**
Assistant Art Director, Grey Group Hong Kong
- **Ms Starry Lam**
Junior Copywriter, Grey Group Hong Kong
- **Ms Ching Ling Chong**
Art Director, Havas Hong Kong
- **Ms Patty Tang**
Assistant Art Director, Havas Hong Kong
- **Ms Venus Li**
Art Director, Leo Burnett Hong Kong
- **Ms Cyan Cheng**
Copywriter, Leo Burnett Hong Kong

Summary

The panel started with a case study to engage the audience. The soy sauce ad Yummy House based on a Japanese Anime was chosen as a case study to show that how generation gaps can decide whether an ad is good or not. This showed the importance of knowing your audience while building a message.



The moderator engaged the panelists in a conversation about the ad trying to understand their perception. Some had never watched Anime cartoons so they did not get the intertextual references, and some thought to be too old to get the sense of the ad.

Mr Tommy Ng discussed the issue of picking the right KOL or influencer. He presented the case of “We Believe: The Best Men Can Be | Gillette (Short Film)” talking about gender issues and advertising. In Hong Kong, people may have not seen the advertisement, but in the Philippines it created a lot of buzz. It is all relative, but also depends on the type of reach the company wants to have and in which country. Some panelists agreed on the fact that being a quite unusual type of ad, it got the attention of people and created buzz.

Another case discussed was the Bob’s Talk Show in Macau. This showed how global and local activations differ in terms of reach, and even if they reach the audience there is not enough context for everybody to understand.

Another topic of discussion was the relationship agency-client. For YouTube videos, usually, brands do not budget a lot of investment and agencies struggle to get views for their clients. All clients want wow effect campaigns, but without budget.

While talking about clients, psychology of clients is quite important, meaning you need to know who you are going to meet.

Among the current problems in the advertising industry, there is the devaluation of the profession of the Art Director. There is no longer respect for this profession, so the ideal agency-client relationship would be a story of shared growth. Time can help building it.