Panel Discussion | [Marketing Mix Optimisation] Modelling Your Brand's Future: What's in Today's Marketing Mix Optimisation

VISHY RAMASWAMY

Senior Marketing Director
Johnson & Johnson Consumer Health

MUKESH PATNAIK

GM Marketing
Olam

IMRAN KHAN

Data Analytics & Insights Lead, AMEA – Cereals
Kellogg Asia Pacific

CHRIS PARKER

Managing Director & APAC Lead
Tagger Media

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Would you say your Marketing Channel Mix has reverted back to a pre pandemic state?

ⓘ Start presenting to display the poll results on this slide.

Question 1: What is Marketing Mix Modelling (MMM)?

Question 2: What are the applications/examples? What are the challenges?

Question 3: MMM in the new world - from offline to hybrid

Key Takeaways

Q & A