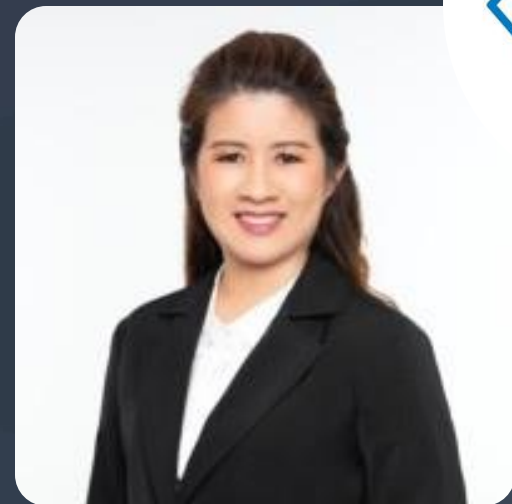


Panel Discussion | [Future Trends] The Future trends in Marketing: A Brief Look at the Short & Long Term



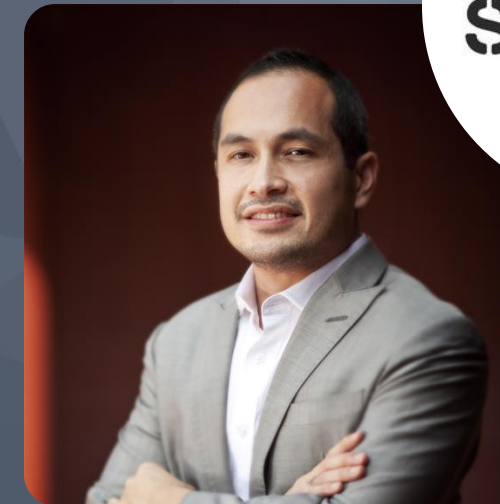
TIVAPORN HANBUNJERD

Market & Customer Insight
Lead
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TAWIN TUSNAJAREON

Managing Director
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Rhett Hemedes

Former Advisor at Sasin School of
Management



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What marketing technology does your brand/company plan to adopt in the next 6months - 1year?

- **Question 1:** What disruptive technologies have the potential to fundamentally alter the current technological landscape, shake up the way we do business, and change the way we live our lives?
- **Question 2:** How to use technology to influence psychology?
- **Question 3:** Lessons learnt and how they merge with the future trends in MarTech
- **Question 4:** What should be the main goal of the usage of technology in Marketing?



Tivaporn's Takeaway: As a marketer, we will bring our brand to not only in the customer's head but in their HEART. Technologies enable us to make it happen easier and faster.

Tawin's Takeaway: Nowadays, these disruptive Technologies, especially AI and XR, have been embraced pervasively in real business implementation, leading to enhanced customer experience, better operational efficiency and effectiveness, and greater revenue streams through innovative business models. Although, some technologies, blockchain, metaverse and Web 3.0 are still in relatively early stages in the market but it is believed to be the technologies that will make the next big change. Therefore, To truly capitalise on disruptive technologies, companies and brands must understand the true capabilities of each technology to properly align them with their business strategies and goals. Implementation can start as a pilot project that will allow learning and correction rapidly. Eventually, evaluation of the results and consumer feedback will help you fine-tune it to truly harness new technologies in larger or even full-scale business implementation.

Rhett's Takeaway: Think feedback loops and multiple evolving ecosystems that learn and grow with each other. Constant flux means unlimited learning and potential. This mindset will allow your brands to thrive



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