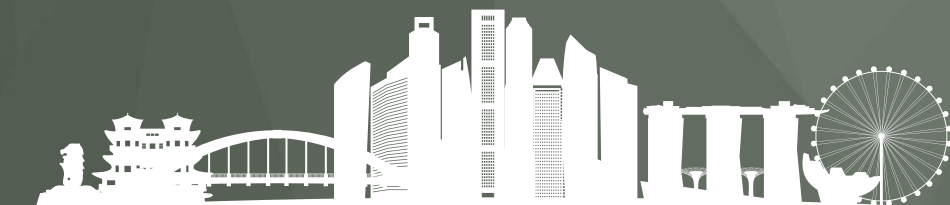


Chairperson Introduction



MARION MICOUD
Managing Director Asia
CBA Design



Panel Discussion | [Content Marketing] How to Leverage Multi-Types of Content to Stay Relevant with Your Marketing Campaigns



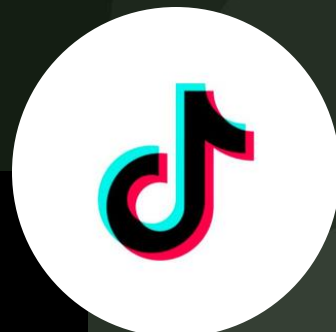
KHIM YIN POH

Global Brand Lead, Lifebuoy
Unilever



LIANNE MUI

Digital Marketing Director, Asia
Pacific
McCormick & Company



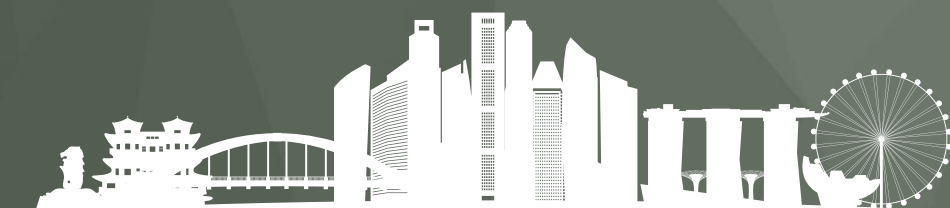
NIKHIL SANDHU

Head of Creative Lab, South
East Asia & India
TikTok



JOWYN GOH

APAC Marketing Director
Smith+Nephew



slido



As a consumer yourself, which was the channel you last engaged on with a brand?

Panel Discussion | [Content Marketing] How to Leverage Multi-Types of Content to Stay Relevant with Your Marketing Campaigns

Question 1: How do you ensure your brand content resonates/be relevant to your target audience?

Question 2: What are the roles and strategies of short-form videos in your organisation?

Question 3: Where is Content headed for in the future?

Panel Discussion | [Content Marketing] How to Leverage Multi-Types of Content to Stay Relevant with Your Marketing Campaigns

Key Takeaways

Panel Discussion | [Content Marketing] How to Leverage Multi-Types of Content to Stay Relevant with Your Marketing Campaigns

Q & A