



Panel Discussion | **[Marketing Campaigns & Localisation]** Navigating Cultural Nuances in APAC Marketing



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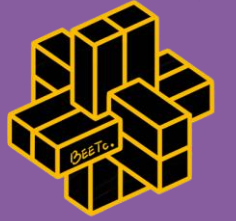
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Have you ever encountered challenges in a campaign due to cultural differences?

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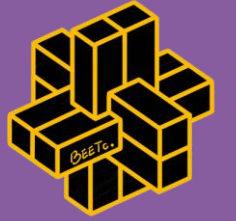


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Question 1

Do you ever have any campaign in the past that face certain circumstances due to cultural differences?

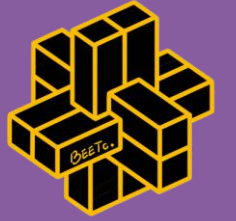


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Question 2

What kind of research that you find effective in navigating the cultural dynamic?

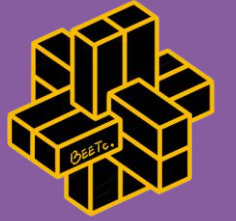


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Question 3

What sort of advice that you want to give for new marketers that want to tap into these cultural differences?

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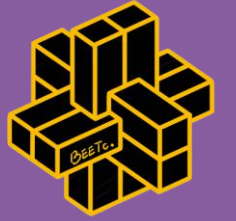


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Q & A

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Key Takeaway

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