

Panel Discussion | Marketing Campaigns & Localisation Navigating Cultural Nuances in the Customer Journey



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How does Technology Intervene Customer Experience and Customer Journey Mapping?



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

Question 1

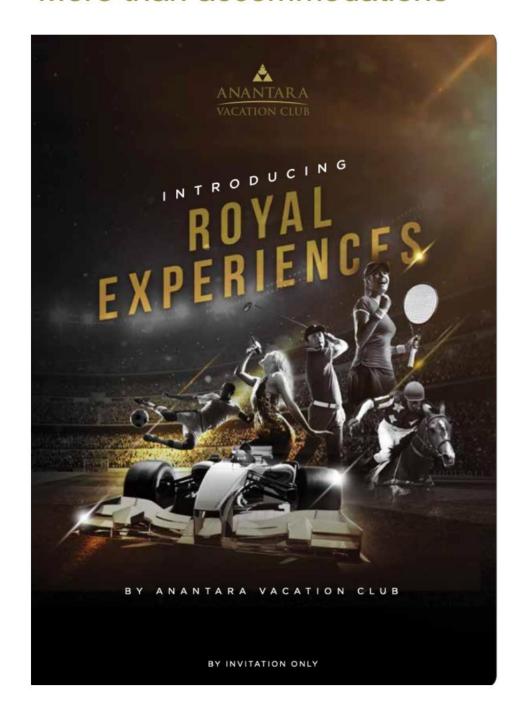
Examples of where understanding the customer's cultural context led to better engagement or conversion.



Culture, People CX Personalisation



More than accommodations-









Culture, People CX Personalisation

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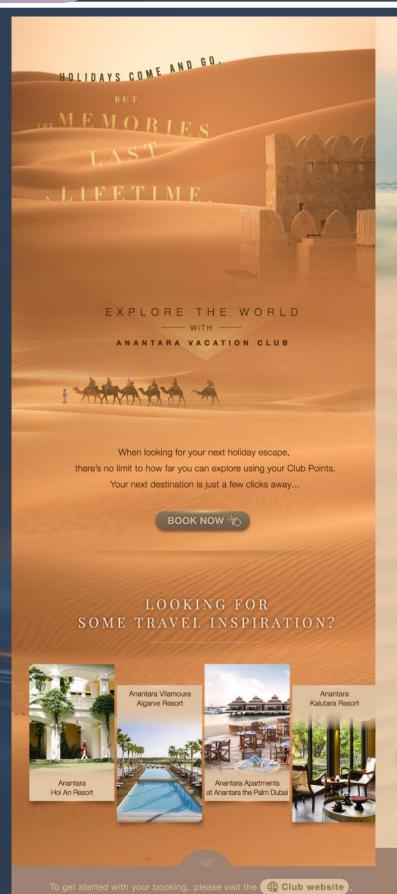




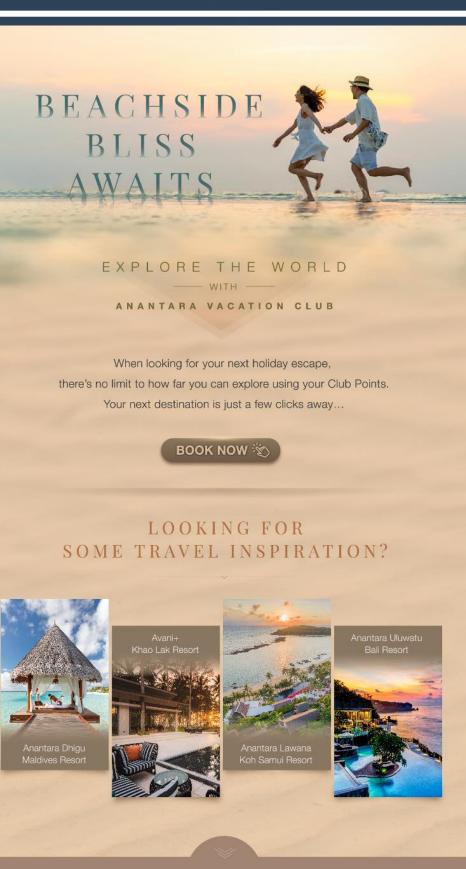
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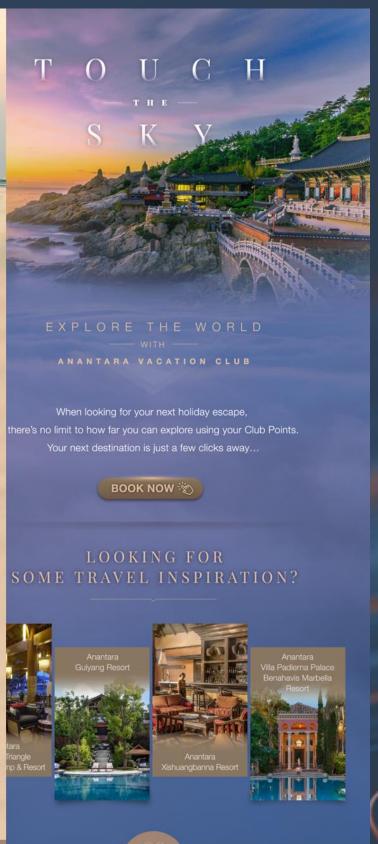


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Culture, People CX Personalisation

syngenta



~350 millions

Small-holder farmer growing our food in Asia-Pacific region.

Cultural Nuances







South-East Asia









Culture, People CX Personalisation





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Question 2

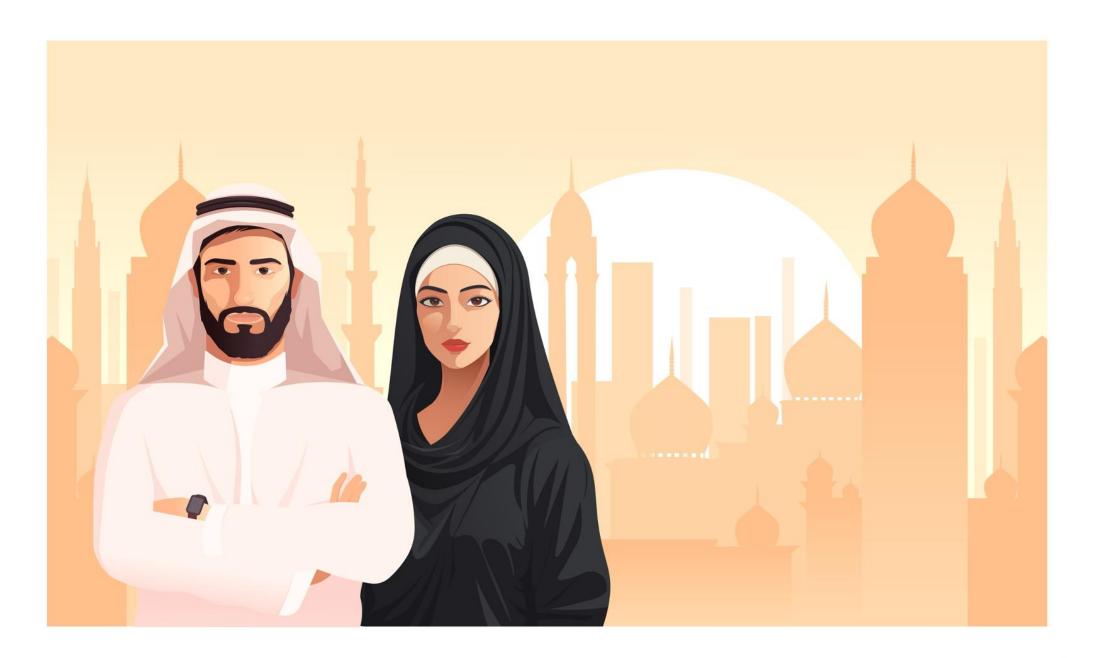
What methods have you found most effective in mapping the customer journey across different cultures?



Culture, People CX Personalisation



Key Visual for Spa Promotion







Culture, People CX Personalisation



Key Visual for Spa Promotion







Culture, People CX Personalisation



Here is a thank-you gift from us to you Spa Voucher







Culture, People CX Personalisation

THE MARTECH SUMMIT



Your Vacation- Who do you travel with?









Culture, People CX Personalisation

THE MARTECH SUMMIT













Culture, People CX Personalisation



Your Vacation- Where do you want to travel?









Culture, People CX Personalisation



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Question 2

What methods have you found most effective in mapping the customer journey across different cultures?



Culture, People CX Personalisation



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Question 3

How can marketers effectively adapt their strategies to address cultural nuances at each stage of the customer journey? What are the common pitfalls to avoid?



Culture People CX Personalisation



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Key Takeaway



Culture, People CX Personalisation



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Q&A



Culture, People CX Personalisation

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UPCOMING EVENTS

HIGHLIGHTS

GLOBAL VIRTUAL MARTECH SUMMIT4 DECEMBER 2024

THE MARTECH SUMMIT ASIA @ SINGAPORE 8 & 9 APRIL 2025

CUSTOMER INTELLIGENCE SUMMIT SINGAPORE8 APRIL 2025

Our 2025 Calendar





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