



Fireside Chat | **[Mobile Apps Marketing]**

Maximising App Marketing to Drive Innovation & Business Growth



minden.ai



JACKY MAK

Director, Brand Marketing,
yuu Rewards Club
minden.ai



GAMEFORCE



GEORGE WONG

Co-Founder &
Growth Partner
Gameforce

Question 1

Can you share a standout app marketing campaign that drove significant growth? What made it successful?



Q&A



In Store POSM and exposure



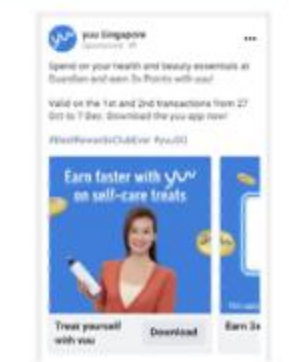
OOH



Digital & Mobile



Social and Content



Question 2

How do you balance paid and organic growth? Any real-world examples of this strategy in action?



Q&A



Question 4

What recent shift in app marketing challenged your approach? How did you adapt?



Q&A

