

25 JUNE 2025 | THE ST. REGIS | JAKARTA

# Panel Discussion | [Next-Gen Marketing] Captivating the Next Generation of Consumers in Marketing



## NIKEN MONICA

Social Media Lead MODENA





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Head of Digital, Data, & Technology **ecoCare** 

## **YUNUS KARIM**

JLL

Head of Research JLL [Moderator]



What comes to your mind about when you need to describe GenZ / current generation as customers/consumers (1-3 words)?











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What shifts have you observed in how younger consumers engage with brands, and how has your team adapted?







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Can you share a campaign or initiative that successfully captured the attention of Gen Z or Millennials, and what made it work?



Q&A



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Q&A



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## Foster deeper connections to Millennial Moms







Interaction via Community Hub at Member Web-page







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How are you balancing authenticity and innovation when using new platforms or formats to engage next-gen audiences?



Q&A





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What role does data and feedback play in shaping your content or engagement strategies for younger consumers?



Q&A





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How do you ensure brand relevance in an environment where consumer preferences evolve rapidly and trends shift overnight?

