



Panel Discussion

## Collaborative Marketing

# Unlocking Growth Through Strategic Partnerships



*Lead Panellist*

**ANNIE  
YAU**

Head of Marketing  
North Asia & Hong Kong  
**Shake Shack**



**AKSHAY  
AGRAWAL**

Business Head,  
Deposits & Payments  
**Mox Bank**



**ISABEL  
CHAN**

Head of Marketing,  
Wines & Spirits  
**Jebsen Group**



**ANDY  
LEUNG**

Head of Marketing  
**Payment Cards Group**



**What do you think is a successful partnership?**

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Q&A

Question 1

**Can you share a real example of how you identified and secured a strategic marketing partner that aligned with your brand values and goals? What criteria did you use to evaluate the fit?**

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Q&A

Question 2

**Describe a partnership where both brands benefited significantly. What were the key elements that made the collaboration successful, and how did you measure its impact?**



## NamYeongTak Collaboration in Korea







# RISE of the CHICKEN

with *Oh Juntak*

Basil Pesto Tak  
바질 페스토 탁  
닭가슴살 ₩9.8  
닭다리살 ₩10.8

Lime Chilli Tak  
라임 칠리 탁  
닭가슴살 ₩9.8  
닭다리살 ₩10.8

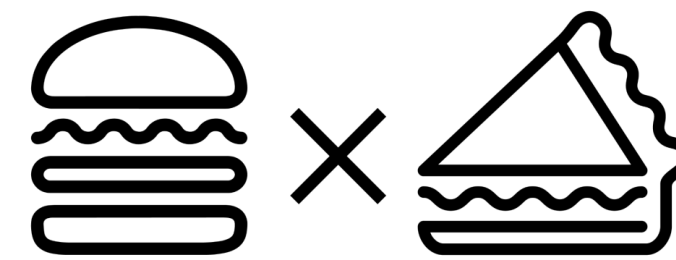
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닭 요리 스페셜리스트이자  
남영동의 '남영탁' 오너 셰프

**영탁**

오리 계급 전쟁  
**흑백요리사**





## Hey Pie People Collaboration in Philippines





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Q&A

Question 3

**How have you leveraged partnerships to enter or grow in new markets, particularly Mainland China or regional Asia? What were the biggest challenges and how did you overcome them?**



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Q&A

Question 4

**In what ways has technology (e.g., data sharing, digital platforms, AI) enhanced your ability to collaborate with partners and reach new customer segments? Can you share a specific use case?**



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Q&A

Question 5

**How do you ensure brand consistency and cultural relevance when collaborating across different markets or industries? Can you give an example where this was particularly important?**



First Chef Collaboration in Thailand





# FISH SHACK

## 香脆魚堡

Beer battered MSC - certified Hoki fillet, dusted with spice blend, nestled atop a bed of cabbage slaw, pickles, Shack-made tartar sauce, and a lemon wedge on the side

採用經海洋管理委員會認證的鱈魚扒，用啤酒漿油炸後撒上香料，配椰菜沙律、醃青瓜片及自家製他他醬，另配角切檸檬

HKD 68

