

Chapter 1 : Â» Marketing Interactive Art In The Age Of Video Games Scott Cornaby

Marketing Interactive is Asia's leading source of advertising, marketing & media news. News coverage includes Singapore, Malaysia and Hong Kong, reaching out to all marketing & advertising related.

Getty Images It takes a lot of time and effort to develop and maintain a marketing campaign that resonates with your intended audience. As a strategic thinker, however, the development of a marketing campaign takes even more consideration. There are times, though, when we all hit the proverbial wall. If you find yourself in that situation, then you may want to check out these fifteen marketing strategies that will definitely spark your creative energy. For starters, when you collaborate with someone else, you tend to deliver better content. On top of that, marketing partnerships are cheaper to create, see success more quickly, and expose your brand to a new audience. For example, prior to being acquired by eBay, Half. The tactic gained a lot of attention for the textbook rental company. Another example was when Converse teamed up with Guitar Center to record music entitled "Rubber Tracks. Embrace user generated content. Another way to gain a new audience and extend brand awareness is by collaborating with the top influencers in your industry. Help customers solve a problem. The company partnered with a local tow company and rescued stranded drivers by arriving in the new Orca. Not only did Chevy save the day, it also gave drivers a chance to test drive the car. Experiment with new channels and platforms. Go program on Pinterest. This was an industry-first campaign that allowed guests to co-curate a customer travel itinerary through a Pinterest board. Take a bite out of Apple. How did they accomplish this? Remember when the iPod was introduced? You probably never heard of Dollar Shave Club until the company released that humorous YouTube video. The company continues to have its way with the shaving industry. Let employees be your biggest champions and brand advocates. The videos tapped into the allegiance of the brand, which motivated them to share the videos with friends and family. Be a little weird. Sometimes you want to think out of the box and get a little weird. Each rack had a sign that read: I know it is important to obtain new customers if you want your business to grow. Use big data to target customers. Big data is now helping retailerstarget specific customers. Red Roof Inn uses cancelled flight information to send messages to stranded travelers. A pizza chain uses data to send out coupons to customers who are experiencing bad weather or power outages. In short, big data can be used to predict purchasing trends. With this information, you can get in touch with consumers before they search for your products or services. Venture into the concrete jungle. You can still do a little offline marketing to create a buzz surrounding your product or service. For example, you could hire an artist to paint a mural with permission, of course. You could also go the route ofCiti Bike. Having bicyclists riding around with your logo or name is a clever way to grab attention. The study found "that people who were asked to think about the past were willing to pay more for products than those who were asked to think about new or future memories; another experiment showed an increased willingness to give more money to others after recalling a nostalgic event. Tell a cross-media story. Storytelling is one of the most effective methods in marketing. Instead of just repacking the content, the story was told differently on different channels. There was also a second film, interactive billboard at Times Square, and unbranded memes. Hitting the wall with your marketing efforts can stall your business and raise frustration levels. You need to be thinking strategically in everything you do and building a strategic culture with your business. What tactics do you use to breathe life into your marketing? These articles are editorially independent - that means editors and reporters research and write on these products free of any influence of any marketing or sales departments. In other words, no one is telling our reporters or editors what to write or to include any particular positive or negative information about these products or services in the article. You will notice, however, that sometimes we include links to these products and services in the articles. When readers click on these links, and buy these products or services, Inc may be compensated. This e-commerce based advertising model - like every other ad on our article pages - has no impact on our editorial coverage. This advertising model, like others you see on Inc, supports the independent journalism you find on this site. The opinions expressed here by Inc.

Chapter 2 : Interactive Marketing: Exploiting the Age of Addressability

*Marketing in the Interactive Age [A. T. Kearney] on blog.quintoapp.com *FREE* shipping on qualifying offers. A management guide to strategic uses of new media in direct marketing.*

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Chapter 3 : A new age for luxury marketing | Marketing Interactive

A new age for luxury marketing Welcome to the world of luxury. Once a world of extreme exclusivity, inaccessibility and elusiveness, today the world of luxury is evolving to target a wider audience.

The results were impressive: The shift from broadcasting to directly addressing customers is a subtle change, but quite radical in its consequences for marketing practice. Broadcast media send communications; addressable media send and receive. Broadcasting targets its audience much as a battleship shells a distant island into submission; addressable media initiates conversations. The new marketing does not deal with consumers as a mass or as segments, but creates individual relationships, managing markets of one, addressing each in terms of its stage of development. Addressability will change the marketing rules quite fundamentally. Among the changes we will discuss in this paper are the following: A database of transaction histories will be the primary marketing resource of many firms, determining what kinds of products they can deliver and what markets they can serve. Far more directly than they do today, customers will shape the firms that serve them. Marketing will be more accountable. The unit of measure will be the lifetime value of each customer to the firm. Niches too small to be served profitably today will become viable as marketing efficiency improves. Communications will reach small or diffuse targets with increasing precision, and feedback on marketing actions will become more accurate. The discipline of marketing will begin to feel more like engineering. Marketing managers will need to learn statistical modelling of dynamic systems if they are to interpret market responses to interactive marketing initiatives. Addressable marketing is not new: What is new is low-cost electronic management of the dialogue. For firms like L. Bean, Fidelity Investments, and American Express, electronic customer transaction histories are among their most valuable assets. To appreciate the power of a customer database, one must see it not merely as a mailing list, but as the memory of the customer relationship: Add artificial intelligence and the system can design new messages, and even product offerings, at the individual level to reflect everything learned from past interactions. When a low-cost computer drives a two-way communication medium in this way, the result is an electronic marketer with as much flexibility as the average human salesperson, a better memory, and a talent for the most numbingly repetitive tasks. What is an Address? Anything that locates the customer uniquely in time and space in a database, so that responses, marketing actions, and respondents can be matched, is an address. Mailing addresses are the most common form of address. A number of commercial services are attempting to assemble comprehensive national databases built on mailing addresses, supplemented by descriptive data that can segment consumers and explain response rates see Table 1. Addresses are not restricted to mailing addresses. Telemarketing uses phone numbers, as do videotext systems such as Prodigy. A cable television hookup is a receiving address. Any vending machine accessed with a credit card is potentially an interactive marketing medium. Already some ATMs are dispensing postage stamps, rail passes, and grocery coupons, but the technology can do much more. When addresses do not exist, some manufacturers create them. Quaker set out in September to find the addresses of 18 million of its customers by mailing cents-off coupons, each of which bore a unique household number. This information could be used to tailor and deliver future advertising and promotion to the unique needs of individual households. Bean communicate with their customers with catalogs. The customer replies by buying or not buying. The model that predicts purchase probability and designs the personal catalog is updated continuously as it learns the outcome of its past predictions. Computer-constructed catalogs are merely one of the two-way channels in the new marketing environment. Magazines are starting to adopt the same computer-driven binding technology as catalogs. Farm Journal recognizes 5, different subclassifications of farming practice and geographic region and produces a different edition for each. Time, People, Sports Illustrated, and Newsweek offer editions reaching households that have recently moved or that have recently purchased from a catalog. Newspapers make advertising and editorial changes on a suburb-by-suburb basis. When this technology is combined with in-line inkjet printing, magazines can be as addressable as direct mail. It is possible to imagine magazine ads talking to consumers about their catalog purchases: These advantages shape the agenda of the new marketing. Sales statistics do not directly measure the value of a customer base.

Sales figures are a revenue measure; they tell how customers have responded over a fixed time interval. Lifetime customer value, in contrast, is an asset measure. Customer lifetime value is computed by factoring in historical customer retention statistics, marginal costs of the products sold, promotional expenditures, and pricing to the customer. Say that a customer with this pattern of demographics and buying habits has been estimated, by the use of statistical models, to have a buying life of two years. If the firm stops promoting prospects in the second year, sales and profits look very good. Using lifetime value calculations, a firm can produce an accounting report that shows the value of its customer franchise. The firm can then report its customer value to the capital markets, which will react just as they do to an earnings statement and balance sheet. The magazine subscription divisions of publishers adopted the lifetime value concept early. Time-Life offers significant price discounts to prospects, sometimes in the form of premiums, to become subscribers. It can test different offers and determine which has the greatest long-run profitability. Build and Manage Dialogues with Customers Addressability gives commercial speech some of the character of conversation. When a firm can go back to a customer to respond to what the customer has just said, it is holding a dialogue, not delivering a monologue. Conversation can nurture relationships far richer and more idiosyncratic than one-way advertising can. On the surface the card appears innocuous: In fact, frequent buyer programs are much more powerful relationship builders. They gather information that can be used by retailer and manufacturer to drive individually tailored marketing programs. The retailer captures and maintains a record of every purchase by each cardholder. This data is married to information from the customer on household characteristics such as address, income, education, family structure, competitive shopping behavior, frequency of shopping, and other pertinent information. The retailer uses the resulting matrix of demographic and behavioral data to seek out and communicate with precisely defined target audiences. If Diet Coke wants to locate new users, it may test a hunch that people who have been heavy drinkers of sugared sodas and who have recently begun to buy artificially sweetened foods and beverages are ripe for conversion. It could purge its target of regular Coke drinkers to avoid raiding its own franchise and direct its promotional offer to those who remain. Another target might be heavy users of Diet Pepsi, avoiding those who have also been sampling Diet Coke. While the number of possible target definitions is without limit, it is a simple matter to test one definition against another. Catalina Marketing of Los Angeles recently attached a coupon printer to supermarket cash registers. The coupons are based on the purchases the consumer has just made. It can encourage a user of one variant to sample the rest of the line. Each coupon is not haphazard but a precisely targeted tool in the process of forging a personal bond. The system is a medium for two-way conversation: Reward America, a program of Citicorp, extended this idea to permit much more subtle dialogue over longer periods of time. Firms can use frequent buyer programs to reward loyalty. They can construct sales promotions to attract own-loyal or competitor-loyal consumers, or to discourage deal-prone consumers. In categories where consumers are prone to seek variety, firms can help consumers to explore the category by offering incentives to try something new. Table 2 lists a variety of continuity or relationship-building programs. Continuity programs are not a phenomenon of the supermarket only. It tracks their purchases and sends them newsletters tailored to their individual reading preferences. Relationship management programs can bind consumers to manufacturers too. Directly addressed communications can replace advertising without any attempt to solicit orders. The Morris Report is a magazine mailed to cat owners, designed by Leo Burnett, the advertising agency responsible for the Nine Lives cat food brand, whose spokesperson is a cat named Morris. Leo Burnett has developed similar relationship-building programs for Huggies diapers and Virginia Slims cigarettes. Leverage the Database for Economies of Scope The costs of the technology required to run an addressable customer interface do not in general yield large scale economies. It is prudent, therefore, for firms to seek to offset these costs with economies of scope. They must broaden and deepen their product or service lines, mastering new technologies when necessary, to exploit the knowledge of their customers amassed in transaction databases. When information is the key corporate resource, corporations will define themselves by the customers they understand best. They become installed base marketers. If a firm wants to exploit its customer database in this way, it must first define the source of customer affinity. Spiegel decided to redefine its business around the needs of busy, hardworking women in particular age and income ranges. It

isolated the relevant segment of its installed base of customers, then promoted to them an appropriate range of products and services. Marketing to an installed customer base affects the new product development process. Conventionally, firms develop new products to exploit a fit between their existing production technology and specific customer needs. The interactive marketer is constrained less by its current production and technical expertise than by the affinity group it serves. Can USAA, whose affinity group is retired military officers, expand its product line beyond insurance? Yes, but the firm must make affinity the first consideration and treat its ability to produce the service or product as secondary. This product development strategy requires the firm to be expert in outsourcing the services and products its affinity group wants.

Chapter 4 : Interactive Marketing Communication: Getting It To Work For You

After spending the 20th century in relative silence, introverts are poised to rule the Interactive Age. Social media has changed the way we communicate.

Parents today are willing to buy more for their kids because trends such as smaller family size, dual incomes and postponing having children until later in life mean that families have more disposable income. For example, in the late s the advertising firm Saatchi and Saatchi hired cultural anthropologists to study children engaging with digital technology at home in order to figure out how best to engage them with brands and products. According to Klein, the mids saw the birth of a new kind of corporationâ€”Nike, Calvin Klein, Tommy Hilfiger, to name a fewâ€”which changed their primary corporate focus from producing products to creating an image for their brand name. By moving their manufacturing operations to countries with cheap labour, they freed up money to create their powerful marketing messages. Marketers plant the seeds of brand recognition in very young children, in the hopes that the seeds will grow into lifetime relationships. According to the Center for a New American Dream, babies as young as six months of age can form mental images of corporate logos and mascots. The idea is to find the coolest kids in a community and have them use or wear your product in order to create a buzz around it. Corporations realize the power of the school environment for promoting their name and products. A school setting delivers a captive youth audience and implies the endorsement of teachers and the educational system. Advertising posted in classrooms, school buses, on computers, etc. Contests and incentive programs: In addition, companies are also recognizing the advantages of developing positive brand associations through facilitating school field trips. This is seen as a win-win situation by many educators and retailers because it lets children have hands-on experiences outside their classrooms, while building positive associations between companies, students and their parents and teachers. The marketing of adult entertainment to children has been, and continues to be, an ongoing issue between government regulators and various media industries. In a report released in , the U. Federal Trade Commission FTC took movie, music and video games industries to task for routinely marketing violent entertainment to young children. Subsequent reports since then have shown that although advances have been made â€” particularly within the video game industry â€” there are still many outstanding concerns relating to the frequency that adult-oriented entertainment is marketed to children and the ease with which many under-age youth are able to access adult-rated games, movies and music. The real challenge is that promotion of adult-oriented entertainment does not necessarily fall within the parameters outlined by regulatory agencies such as the FTC. Marketers following youth trends to the bank, The Washington Post, April 19, More Companies Market Directly to Kids.

Chapter 5 : Interactive Media

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For many companies, this kind of top down advertising is no longer effective. Customers now expect to be welcome and respected participants in the brands they love. A survey conducted by ExpoTV. In the past, engaging consumers in a conversation was difficult for marketers, requiring time and energy to seek out and survey potential customers. All of that changed with the advent of the Internet. This communication leads to greater customer satisfaction and prolonged brand loyalty, allowing consumers to participate in a conversation about the favorite products. What is Interactive Marketing? Interactive marketing relies on customers expressing their preferences so that marketers can produce more relevant marketing messages. Unlike the outbound marketing of the past, interactive marketing creates a two way dialogue between a business and its customers. Advertising becomes a dynamic process that follows customers rather than leading them. Any time a customer is invited to provide feedback, express their personal preferences, or offer up demographic information, they are providing information that marketers can use to guide their advertising efforts. See also User-Generated Marketing Interactive marketing can take many forms, but search engine marketing is one of the most common. When customers type a query into a search engine, they are shown advertising based on their search terms. A search for shampoo might produce ads for hair care products. These present enormous opportunities for businesses to engage with their customers. Unlike a TV ad which runs for 20 seconds and then ends, websites allow customers to engage with the brands that interest them according to their own pace and agenda. Marketing in an interactive way has many advantages over traditional marketing. First and foremost is the cost. Online advertising costs significantly less than television, print, or radio ads and often produces greater rates of return. Companies should always be interested in producing the same results at a reduced cost. Online activities also leave behind tremendous amounts of information about customers. Their demographic details and their personal preferences are both revealed through their behavior online, allowing companies to track and store this data to use in future marketing efforts. See also Real-time Marketing For customers, interactive marketing allows opportunities for them to help evolve and grow their favorite products and brands. Forms of Interactive Marketing Search Engine Marketing “ This involves everything from optimizing a site so that it shows up higher in search results, to placing targeted ads on the sides of results pages. Email Marketing “ Delivering ads, deals, and notifications through email is an effective and economical way to communicate with customers. Sponsorships “ Partnerships with companies that have a more established online presence can be a great way to connect with new customers. Blogging “ Fun, short form blog posts keep customers informed about new products, special deals, and the culture behind a brand Widgets “ Simple downloadable tools that are branded are a great way to create additional value for that brand. Social Networking “ Sites like Facebook and Twitter have millions of users and are critical spaces for connecting with customers Targeting “ Certain ads can be targeted at certain customers. When customers are exposed to advertising that is relevant to their needs, they purchase more. Offline Activation “ Companies must actively advertise their URL and Twitter handle in offline environments so that customers can easily find them online. Who Employs Interactive Marketing? Interactive marketing has quickly become one of the most common forms of marketing. Even the smallest and most localized companies maintain websites or blogs, thanks to simple web design tools make it cheap and easy for companies to develop an online presence. That being said, it is typically larger companies, particularly those with funds invested in e-commerce, that will be most interested in interactive marketing. Larger companies have the technical resources to build expansive websites, design dynamic ads, film Youtube videos and blanket the web in banner ads See also Technical Marketing. Smaller companies with a lot of ambition can use these same tools, but using them all takes a significant amount of time, money, and expertise. Companies can use interactive marketing in many ways, but the most creative and innovative marketers see the best results. They created a simple online game that involved shooting Cupids floating around bouquets of flowers. As the game was played, bouquets of flowers would scroll at the bottom of the screen. Interactive Marketing Best Practices:

Multimedia – Use multiple different kinds of media from pictures, to text, to video, to games

Personalization – Make the ad experience unique to each user. Tell A Story – Multimedia tools can be used to tell a story which helps to reinforce the image of the brand in the minds of consumers

Make It Immersive – The more deeply a customer engages with advertising the more likely they are to buy a product. Use online tools to make marketing messages as engaging as possible.

Usability – Online ads should be intuitive and user friendly.

Effective ROI – Use any tool that has been shown to deliver a high return on investment.

Reshaping The Brand – Plan for and facilitate opportunities for users to reshape the image of a brand

Viral Sharing – Make marketing messages easy to share and transmit through the web.

Using a multi-pronged, interactive approach, they were able to set sales records for running shoes. It contained sensors and mechanisms that adjusted the cushioning after every stride. An innovative product demands an innovative marketing strategy, and Adidas knew that simply plastering the web with pictures and text would not generate the necessary buzz. They needed to engage customers with the product before they could lay their hands on it. See also Buzz Marketing

Any interactive marketing plan must be based on a careful analysis of customer data. Knowing who customers are, what they want, and where they converge online is crucial for placing ads effectively. To collect this data, Adidas set up a special site where they offered pairs of shoes for sale before anyone else could buy them. The shoes sold immediately to some of the most passionate Adidas loyalists in the world. Adidas allowed the customers to purchase the shoes early in exchange for providing data about their preferences and experiences with the brand. The data suggested that Adidas should carry out a coordinated, multimedia marketing campaign that reminded customers of the product launch wherever they went online. The shoemaker took out ads on major websites like MSN and Yahoo. They developed a special marketing skin for MSN messenger that displayed ads and product information as users chatted with each other. Highly detailed emails were sent to Adidas customers advertising all the new features the shoe had to offer. A specialized website highlighted the technological nature of the shoe.. All of these efforts were coordinated to offer a consistent and timely message. The effect of the campaign as a whole was to make it impossible for customers to be unaware of the new shoe that was about to launch. See also Cross-Media Marketing

By taking such an aggressive online approach, Adidas generated curiosity about their new shoe and made it easy for customers to find out more information. Interactive marketing allowed interested parties to learn about the product at their own direction. The marketing strategy was guided as much by the customer as the shoe maker. Those people were exactly the kinds of customers Adidas was looking for because they had expressed an explicit interest in the product.

Careers in Interactive Marketing

Email Marketing Manager

Email marketing managers plan, implement, and track email marketing campaigns. They will be responsible for growing email lists, designing dynamic email ads, and monitoring sales as a result of those ads. Managers must have strong technical skills as well as the ability to write compelling copy and select eye catching images.

Chapter 6 : New Media Age - Wikipedia

Interactive Marketing. Explore the Strategy of Interactive Marketing. Traditionally, advertising flows in one direction. A marketer will design an ad, purchase ad space, send the ad into the world and wait for the results to start showing up in the cash register.

Hear what your fellow marketers say about our work and their results. Very quickly, MESH was able to help my team identify key opportunities to expand this initiative into a best-in-class sales support system. Beginning with an Adaptive Persona Refinement Workshop and an Asset Audit, they developed our Cloud Partner messaging strategy, positioning, sales scripting, marketing automation email and workflows, and more. Detail-driven and responsive, I highly recommend MESH as a digital agency to any marketer who is looking to build value with their Sales team. Our marketing agency will help you align your marketing and sales efforts in meaningful ways. We contracted MESH to help us build a comprehensive Account-Based Marketing ABM strategy that included developing a new brand, advanced messaging platform, and deep competitive analysis and positioning. Coupled with their unique approach to sales enablement, this ABM strategy is exactly what we needed. Their team took the time to understand our strategy with the Matchmaker. We were able to reach new clients and maintain a presence in their minds. At Google, MESH designed an intensely creative physical installation helping us celebrate our diversity, which was eventually followed by a gorgeous video infographic that welcomes visitors to the Cambridge Campus. The marketing team at MESH is top notch. Built during an era of mass-marketing, our internal marketing team was tasked with developing a modern approach to marketing and communication, including marketing automation. I brought MESH in to develop our entire campaign strategy, executed on nearly every facet of it. Gorgeous videos, a flurry of emails, digital and print ads, social, infographics—you name it—they did it. What really blew me away was the way they dug in and pushed us to send not just one message to everyone, but to take time to segment our audience groups 3x7x4, resulting in 84 unique segments! MESH can help you understand the appropriate way to segment your prospects, how to create compelling content and messaging for each of those segments, and build creative marketing automation workflows to drive results. MESH has worked side by side with us every step of the way and has been very creative, dependable, and responsive. It is always critical that I have the right digital marketing agency to support my vision and I have relied on MESH for branding, design, content creation, and website design and development. They have been a consistently strategic, creative, and reliable partner—and continue to be so. From developing patient-centric messaging and content to building an interactive patient experience, MESH has provided us exactly the strategic guidance and creative support we needed when we needed it.

Chapter 7 : Intercept - Marketing and Media Services

In "Interactive Content & The Buyer's Journey," Oracle Marketing Cloud and SnapApp map interactive content's place in three stages of the buyer's journey. Awareness stage – "A prospect in research mode is likely to engage in polls, self-assessments, and knowledge tests.

Last year, just six months into a collaboration with mobile platform WeChat, Burberry decided to extend its partnership and enhance its social and mobile presence in China. The expanded digital deal allowed Burberry followers on WeChat to watch its London Fashion Week show and hear WeChat-only audio content about the inspiration and details of key runway events. Ultimately they are able to create sustainable desire, allure and demand for their brands. Can brands keep their exclusivity with digital? While digital no doubt has had a profound impact on the world of luxury, it is a double-edged sword. Social media is ultimately for the masses. Hence, for every brand using digital, the challenge is slightly different, she adds. Despite digital having the ability to increase sales numbers and reap great profits, it can, at the same time, put brands at risk of crass commercialism and destroy their allure. Hence, luxury brands need to learn to balance this paradox while interacting with consumers on a cultural level. Myths should be conveyed indirectly and should be consistent across all touch-points – across product, merchandising, retail, digital and marketing platforms, says Vacherot-Toure. They do not push consumers to buy their products, but rather communicate the allure of the brand and stories associated with it. Impressing the consumer With the struggle for attention only increasing, how does a luxury brand now stand out? Recent trends have seen brands heavily invest in event marketing to impress clients. No longer confined to a product showcase or the launch of a new store, brands are pushing their creative muscle with all kinds of events such as art exhibitions, galas and even experiential walk-throughs. Examples of cool events: Kerner explains that while a print ad may set the mood of your brand, until brands can get customers into their stores, consumers have not really experienced the living breathing brand. When done right, the pay off these event experiences present to marketers is immense. A well-executed and thought-through event experience can generate immeasurable emotional affinity between a brand and its audience. This in turn increases loyalty and top-of-mind awareness. Olivier Widmaier Picasso, grandson of Pablo Picasso, curated the exhibition and personally selected the 30 photographs from the collection of Paris Match, a well-known French weekly magazine. Sofitel So is a contemporary lifestyle brand under Sofitel Luxury Hotels. It is a collection of designer lifestyle hotels with unique personalities and chic style – each expressing the essence of its unique destination. The emblem paid homage to the lion as a symbol of innate courage and dignity, values which underpin the ethos of Sofitel So Singapore, driving the evolution of the local hospitality industry. By creating such luxurious events, Lam explains the brand was able to underscore the passion that Sofitel brings to the art of hospitality. This was a theatrical experience challenging consumers to touch, think and talk differently about whisky. Agreeing with him, Lam says luxury brands face the constant need to stimulate and engage their audiences. Often this needs to be done by creating new and differentiating content. With all that said and done, Kerner adds that what sets the world of luxury apart ultimately is the attention to detail and the consistency of the brand value – both of which are vital in executing a flawless event. Hence, she explains, a common practice among many of the luxury brands is to have an event team in-house to ensure complete control over detail and ensure brand alignment. Rise of the East It is hard to raise the subject of luxury marketing without looking at the burgeoning Chinese market – a market that is taking up the minds of luxury brand owners. Daigous are overseas personal shoppers who buy luxury goods and ship them back to their customers in the Mainland. The daigou market grew to an estimated market value of RMB billion last year. Also, Southeast Asia will be an upcoming market in the next few years and the region is on the radar of many global luxury brands. Kerner explains that while in the past brands did not always feel like they had to debut ideas in Asia, and product launches would usually happen in Europe and then hit Asia, today many brands are debuting their collections here. Singapore and Malaysia have a longer history, but there is still a lot of room for growth, says Kerner. Meanwhile, markets such as Thailand, Indonesia, Vietnam and Cambodia also possess incredible opportunities. The agency administered the Agility

Affluent Insights study online among equally distributed affluent respondents in five countries – China, Hong Kong, Singapore, Indonesia and the US. Here are the results for the Asia markets. Meanwhile, Jae Soh, general manager of Publicis LUX Singapore, explains that tailored and localised marketing strategies are essential as the luxury sector is experiencing a surge in a diverse range of consumers. Wealth centres are shifting from the west to the east. Asia is where the largest number of newly minted billionaires are based. These ultra wealthy individuals form one of the most exclusive clubs in the world:

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The promise of the interactive paradigm, we anticipate, lies in its ability to put a more human face on marketplace exchanges without losing the scale economies of mass marketing.

Chapter 9 : Advertising & Marketing Industry News - Ad Age

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