



SUMMARY

Agency & Brand Roundtables:
Insights & Conclusions

July 2012

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In July 2012, the Asia Digital Marketing Association (ADMA) joined with Google to host closed door Roundtable discussions in Singapore with senior marketing and advertising executives from brand and B2B companies and separately with senior executives from regional and global digital marketing agencies. Participants represented a range of industries from consumer electronics to communications to retail.

This Summary captures the conclusions of their discussions. The names of participants and attribution of specific comments have been kept confidential to encourage debate and sharing of bold perspectives at these and future events.

The ADMA's intent in hosting these Roundtables and publishing this insight document is to help raise senior level understanding of the power of digital, mobile, and social media marketing in Asia Pacific, and assist in our mission to uncover opportunities and issues that will help deepen collaboration between publishers, advertisers, and agencies. A series of Roundtables with marketers and agencies have been held since 2010.

• TOPLINE BRAND FINDINGS •

The conversation was wide-ranging, with some common themes and conclusions emerging:

- **INTEGRATION** is key (both online and off-line integration, and the different elements of the digital mix):
 - An executive with a leading camera brand pointed out the importance of bringing together all the elements of the marketing mix, across all product areas. Consumers have many choices amongst brands and types of camera (compact, DSLRs etc.), so it's important to integrate the local communications with the global and local websites for coherence. And since the brand works through distributors and retail partners, digital is an essential part of channel management.

- **SOCIAL MEDIA** is interesting and growing, but marketers are still experimenting to determine its role and place:
 - One participant talked about how the value of social media depends on when in the sales cycle the campaign takes place. He said social is "1% of brand image" but since cameras are one of the sectors in which online reviews are among the most important influences on purchases, that's when social media is important.
 - A key goal for social is to build up advocates online.
- **BRAND ENGAGEMENT** is another key benefit – sharing pictures and videos, emails, social search but don't start until your website is right.
- One participant pointed out how customers today can "self educate" – they don't need a brand to teach them; they want to reach out and access relevant content.

• TOPLINE AGENCY FINDINGS •

Some common themes and conclusions emerged from the agency Roundtable discussions:

- Digital is still quite schizophrenic, delivering on both branding/engagement and performance marketing objectives. Some clients are only interested in "ticking the digital marketing box" on their marketing plans, and delivering specific results, and they don't want the complexity of handling social media or keeping up a website. Their primary interest is in achieving media performance results. Luxury brands and electronics brands, for example, are mostly interested in paid or owned media where they can control the message.

- Other clients more clearly understand the value of engagement and are moving beyond display advertising and other types of activities that are specifically tied to media performance to being more involved with social media platforms (Facebook, Twitter, YouTube). There is also a change, whereas previously clients would tactically ask for Facebook and Twitter without an overall direct marketing approach, now clients are increasingly looking to close the loop to generate sales. These clients are looking to track the customer journey from brand-building through to sales and CRM. As one participant said "Whoever solves that will be the winners".
- Two of the participants had objectives to increase use of digital with their agencies' clients. One media agency set a goal of making digital media 50% of their total business; another full-service agency set the goal of making digital part of every campaign.
- Client education on the effective use of digital is still very much a part of the agency's job.

• ABOUT THE ADMA •

Established in 2002, the Asia Digital Marketing Association (ADMA) is a non-profit organisation with a membership base spanning the full range of the digital marketing ecosystem, from portals and publishers, to advertisers, e-commerce platforms, agencies, technology solutions providers, and research houses.

The mission of the ADMA is to grow the use of digital for effective marketing investment. This will be achieved by being an authoritative source of insight and statistics, hosting networking events, and facilitating professional development. In addition, the ADMA engages with senior executives to gain consensus and provide a voice on key industry issues.

Any questions should be directed to the ADMA's Executive Director, Kay Bayliss via email at director@asiadma.com or by telephone on +852 8100 9987.

This whitepaper would not be possible without the support of:

