

# BUILDING *FUTURE* MARKETEERS

16 → 17 July 2025  
(Wednesday → Thursday)

9:00 AM → 5:30 PM

Grand Nexus, Level 3A,  
Nexus Bangsar South

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# Building Future Marketeers

Join us for two days of an engaging Public Face-to-Face & Public Remote Online Conference, featuring 22 of the region's top branding experts. They will share their knowledge and experience to help elevate your business and brand portfolio.

The 20th edition of the BFM Brandfest conference will provide valuable ideas, insights and information to help unlock the full potential of your brand portfolio. You will gain key strategies to enhance your brand marketing and business development plans for 2025 and 2026!

## What is BFM Brandfest?

The BFM Brandfest is an annual conference tailored for C-suite executives, brand custodians, marketers, and business professionals. It offers valuable Ideas, Insights, and Information from the world of brand management and strategic marketing.

The event is designed to strengthen the strategic capabilities of its delegates, enabling them to enhance their brand marketing efforts and business plans. After attending, participants will be better equipped to drive targeted revenue growth and improve market share.



# Who should attend?

The content of the 20th BFM Brandfest is valuable for any professional or entrepreneur responsible for strategizing and growing their brands, products, or business – regardless of industry or sector.

# Why attend?

The 20th edition of the BFM Brandfest will provide actionable Ideas, Insights, and Information to help brands navigate and succeed in a somewhat predictable and challenged landscape of 2025 and 2026.

With 22 industry experts, the event will feature a range of informative brand marketing case studies, along with practical frameworks, tools, and techniques. Additionally, a series of unique sessions called “60-Second Snapshots” will offer upfront, common-sense marketing tips for “Unlocking the Power of AI for Marketing Research.”

Other informative sessions include:

<b>01</b> <b>Dettol: Brand Heritage &amp; Strategy</b>	<b>02</b> <b>Lessons From 1000 Launches</b>	<b>03</b> <b>Next-Level Digital Marketing</b>
<b>04</b> <b>AI: Smart Prompts for Best Outcomes!</b>	<b>05</b> <b>Brand Journey: Defying Convention</b>	<b>06</b> <b>Marketer's Campaign Mistakes!</b>

# 26 presentations not to be missed this year!



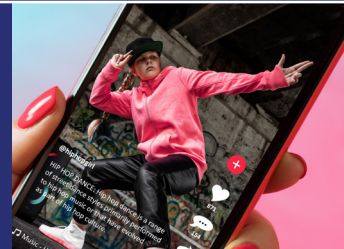
## 01 Dettol: Brand Heritage & Strategy

## 02 Lessons from 1000 Launches



## 03 Next-Level Digital Marketing

## 04 Creator-Generated Content & ROI



## 05 Meet the Brutally Frank Marketeers!

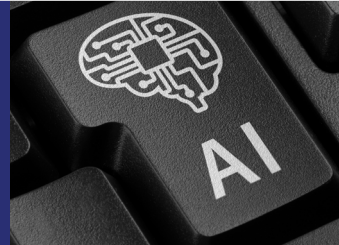
## 06 Market Tailwinds & Headwinds





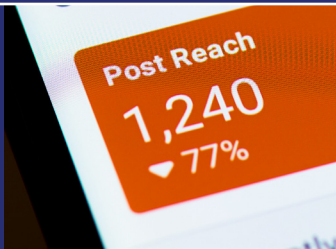
## 07 1, 9, 90... 900. The Untapped Funnel

## 08 AI: Smart Prompts for Best Outcomes!



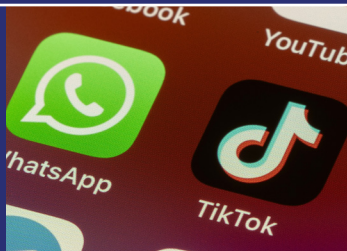
## 09 Brand Journey: Defying Convention

## 10 Gamification & Stickiness



## 11 Media Insights Malaysia

## 12 Marketer's Campaign Mistakes!



## 13 1-Minute Snapshots





## 14 Integrating Brands into Content

## 15 Bridging Online & Offline Gap



## 16 Insights to Redefining Boundaries

## #Plus

### Ten 60-Second Actionable Ideas on how to: “Unlock the Power of AI for Marketing Research”

Offering a wealth of insights to optimize and enhance your AI-driven marketing research.





**16  
July**

WEDNESDAY

PROGRAMME

**8:00 AM** Registration & Welcome Refreshments

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**9:00 AM** **Welcome Address by Chair**  
Andreas Vogiatzakis, Executive Director, AMVPLUS ADVISORY

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**9:15 AM** **SESSION 1: BRAND HERITAGE & STRATEGY**  
**Dettol: We're Willing to Bet Dettol Can Be Found in Nearly Every Malaysian Home!**

Since its introduction in 1933 as an antiseptic liquid, Dettol has evolved to offer a wide range of products. Renowned for its powerful germ-fighting properties, it plays a key role in promoting health in various ways. Instantly identifiable by its distinct scent, amber hue, and the signature clouding effect in water, Dettol has become a trusted name with innovations that cater to people from all walks of life. This is the story of a brand built on consistency, thoughtful product innovation, strategic portfolio expansion, and impactful campaigns.

*Speaker: Tiffany Tang, GM, Mead Johnson, Malaysia, Singapore*

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**10:00 AM** **SESSION 2: LESSONS FROM 1000 LAUNCHES**  
**Leveraging Trends, Insights and Strategies from Actual Successes & Actual Failures**

Imagine having a limited budget for market research, facing time constraints, and lacking sufficient data. But there is a way forward – you can learn from previous product launches, tap into new markets, and drive sales growth! This engaging presentation will share key insights – from the importance of avoiding traditional marketing to making the most of fewer consumer conversations, and even prioritizing actual launches over extensive testing. Get ready to be inspired by valuable lessons that will fuel your “can-do” attitude and help you and your brand portfolio succeed.

*Speaker: Dr. Aseem Puri, CEO, Unilever International*

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**10:45 AM** Coffee Break



**11:15 AM****SESSION 3: NEXT-LEVEL DIGITAL MARKETING  
Intent, Intelligence, Investment, Infrastructure  
– Key Strategies to Optimize These Pillars for Advancing  
Your Brand's Digital Marketing to the Next Level!**

The fast-evolving landscape of digital marketing can be overwhelming, even for seasoned brand marketers. To navigate this increasingly complex online environment, it's essential to develop a clear strategy for advancing your brand's digital marketing efforts. This presentation will explore the steps needed to elevate your current digital marketing approach, covering everything from evaluating existing practices to making key decisions in crucial areas. It will provide valuable insights and real-world case studies to help guide the way forward.

*Speaker: Daler Kendzhaev, MD, Investment and Specialist Solutions,  
Omnicom Media Group, Malaysia*

**12:00 PM****SESSION 4: CREATOR-GENERATED CONTENT & ROI  
Case Studies: Maximizing the Impact of  
Creator-Generated Content (CGC) to Boost Brand  
Engagement and Drive Sales Revenue**

Trust, authenticity, and credibility are values that resonate strongly with your brand's target audience – especially when key messages are created and shared by the creator! Creator-generated content drives higher user engagement, and it is a cost-effective strategy that can be easily repurposed for paid advertising. Central to an effective CGC strategy is the power of relevant Data, which offers valuable insights for crafting content that influences purchasing decisions. This presentation will explore how your brand can tap into the potential of CGC, provide a practical framework for its implementation, and showcase case studies that demonstrate how CGC has fuelled engagement and boosted sales revenue.

*Speaker: Dulya Wijeratne, Head of Client Success, Cult Creative Malaysia*

**12:45 PM**

Lunch

**2:15 PM****SESSION 5: MEET THE BRUTALLY FRANK MARKETEERS!  
Ask Away and Receive Workable Solutions to Your Brand  
Marketing Challenges and Doubts!**

From insights to brand building to trade marketing to pricing to communications to managing a marketing team across both B2C and B2B sectors – this is your opportunity to “Just Ask” the experienced practitioners who will furnish workable solutions to your brand marketing challenges!

So, pile-up your questions! Post them real-time! Receive practical ideas, tips & solutions from:

→ *Santharuban Thurai Sundaram, Chief Executive Officer, Etika Group of Companies  
(Malaysia, Singapore & Brunei)*

→ *Christy Ng, CEO, Christy Ng Malaysia*

**3:00 PM****SESSION 6: MARKET TAILWINDS & HEADWINDS**  
**Navigating Tailwinds and Headwinds: Key Trends, Insights, and Opportunities for Marketers in Malaysia**

This presentation will examine the latest developments in the Malaysian market, focusing on the emerging opportunities and challenges. Key questions will be addressed: Is consumer caution influencing buying behavior? Is there any relief from the inflationary trends? How are consumers adjusting their budgets and coping with these shifts? Should brand builders reconsider their strategies for the last two quarters of 2025 and prepare for a stronger push in 2026? This session will explore these challenges and opportunities while offering actionable insights for marketers navigating the evolving landscape.

*Speaker: Alvin Chia, Account Director, Kantar Worldpanel Malaysia*

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**3:45 PM**

Tea Break

**4:00 PM****SESSION 7: 1, 9, 90... 900. THE UNTAPPED FUNNEL**  
**The Forgotten Bottom Funnel: Leveraging the People With Influence**

In this competitive marketing landscape, reaching people at the bottom of the funnel is crucial, it is after all the stage where potential customers are ready to make or influence purchasing decisions. An often overlooked yet highly effective strategy to boost conversions at this stage involves partnering with anybody with subject matter influence—predominantly individuals with a smaller, highly engaged following. This session delves into the specific steps to build an influence funnel.

*Speaker: René E. Menezes, Executive Director, Remix*

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**4:30 PM****SESSION 8: AI: SMART PROMPTS FOR BEST OUTCOMES!**  
**AI Comes Alive! How the Right PROMPTS Can Effortlessly Elevate the Quality of Your Marketing Planning and Execution**

This isn't just a cheat sheet! You'll learn actionable AI tricks you can use right away – whether you need a catchy jingle or a dynamic avatar. But remember: unclear prompts lead to poor results. Your prompts connect your intent with AI's power, so they must be sharp. This session will SHOW and DEMO how to craft effective prompts that unlock the full potential of AI tools, helping you choose the right ones and drive smarter, more impactful marketing. The speakers are:

→ *XP Ng, CEO, Academy of Artificial Intelligence*

→ *Jasmine Lim, Director of Growth, DriveFunnels*

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**5:30 PM**

End of Day 1

## **In addition, and in-between for 2 days: Ten 60-Second Actionable Ideas and Tips**

### **“Unlock the Power of AI in Marketing Research”**

Julie Ng, CEO & Co-Founder of Vase.ai, will share Ten 60-Second Actionable Ideas and Tips to transform you into a marketing research expert using AI.

In these 10 bite-sized sessions, you will benefit from a wealth of insights to streamline and elevate your AI-powered marketing research. Gain practical strategies to conduct research quickly and effectively with AI.

Learn how to:

**01**

**Analyze Customer Preferences:**  
Utilize AI to delve into target Personas and understand their preferences.

**02**

**Gauge Brand Perception:** Conduct sentiment analysis with AI to assess how your brand is perceived.

**03**

**Select Brand Ambassadors:** Identify the perfect brand ambassadors through AI-powered analysis.

**04**

**Save Time:** Leverage AI translation to expedite your research processes.

**and more...**



**17  
July**

THURSDAY

PROGRAMME

**8:00 AM** Registration & Welcome Refreshments

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**9:00 AM** **Introduction by Chair**  
Andreas Vogiatzakis, Executive Director, AMVPLUS ADVISORY

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**9:15 AM** **SESSION 1: BRAND JOURNEY: DEFYING CONVENTION**  
**ZUS COFFEE: The Story of a Brand that Defied Convention**  
**and Became Malaysia's Fastest-Growing Coffee Brand**

In just over 5 years and 90 million cups served, ZUS has redefined a daily necessity, bringing quality and accessibility to new heights. But there's more to the story. When ZUS first entered the market during a challenging period, it remained steadfast, navigating obstacles to become an iconic specialty coffee brand in Malaysia. This is a story of vision, an unwavering focus on consumers, competitive drive, resilience, and innovation – one that truly stands out.

*Speaker: Venon Tian, COO, ZUS COFFEE Malaysia*

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**10:00 AM** **SESSION 2: GAMIFICATION & STICKINESS**  
**Case Studies: How to Use Gamification to Spice-Up**  
**Your Marketing Tactics, Increase User Engagement**  
**and Sales Revenue**

Gamification has the power to enhance your brand's connection with audiences, transforming interactions into engaging, memorable, and enjoyable experiences. Whether through reward programs that feel like quests or apps designed to drive repeat visits, brands in Malaysia are increasingly adopting game mechanics to foster loyalty. This presentation will explore how gamification works, provide a practical framework you can implement, and showcase case studies that demonstrate the games and strategies that sparked engagement and boosted sales revenue.

*Speaker: Kenny Lum, Chief Executive Officer, Gameka Malaysia*

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**10:45 AM** Coffee Break



**11:15 AM****SESSION 3: MEDIA INSIGHTS MALAYSIA**  
**Navigating Malaysia's Increasingly Complex Media Landscape as AI Continues to Make Inroads**

This presentation is accompanied by data that provides insights into Malaysia's shifting media landscape. As the influence of AI grows, the balancing act between digital and traditional media continues. This presentation will share current media investment and consumption trends, along with future moves. Key topics covered include Malaysia media landscape snapshot; Media consumption across product categories; Media consumption between consumer groups in Malaysia; Digital media trends; The influence of AI; Moving Forward: Key considerations for your brand strategy.

*Speaker: Melody Khoo, Associate Director, Strategy, PHD Malaysia*

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**12:00 PM****SESSION 4: MARKETER'S CAMPAIGN MISTAKES!**  
**A Bold and Honest Look at Common Campaign Planning Mistakes by Marketers – and How to Avoid Them!**

Join two industry veterans with over 45 years of combined experience in working with brands, campaigns, and marketers as they openly share the many campaign planning and execution mistakes they've encountered along the way. In this engaging, interactive session, they'll highlight common pitfalls marketers create and fall into, and offer practical solutions to avoid them. The conversation will be relaxed and dynamic, with plenty of opportunities for you to ask questions and interact with the experts throughout. The speakers are:

- *Farrah Harith-McPherson, Chief Growth Officer, Naga DDB Tribal*
  - *Sandeep Joseph, CEO and Co-Founder, Ampersand Advisory*
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**12:45 PM**

Lunch

**2:15 PM****SESSION 5: 1-MINUTE SNAPSHOTS**  
**Ask Away and Receive Workable Solutions to Your Challenges and Doubts about TikTok & WhatsApp!**

Have questions or face challenges with TikTok or WhatsApp? Ask away! Receive clear, actionable solutions to help you navigate the ins and outs of these platforms, whether you're looking to improve your content strategy, troubleshoot issues, or understand the latest features.

Get expert advice tailored to your needs and make the most out of your TikTok and WhatsApp experience from:

- *Ng Hun Jie, Commercial Director, The D Group*
- *Tee Kee Lion, CEO & Founder, Store N Go*

**2:45 PM****SESSION 6: INTEGRATING BRANDS INTO CONTENT**  
**Capitalising on the Strength of IP and Content**  
**as a Strong Pillar of Communication**

Integrating brands into content has become a key strategy for marketers seeking to build lasting relationships with their target audience. The challenge is ensuring that brand placements feel natural, not forced or out of place. This presentation will share ideas and case studies for achieving seamless brand integration across content and platforms for better results.

*Speaker: Raja Jastina Arshad, Head, Astro Shaw & Vice President, Malay Nusantara Business, Astro Malaysia*

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**3:30 PM**Tea Break

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**4:00 PM****SESSION 7: BRIDGING ONLINE & OFFLINE GAP**  
**Delivering Higher Retention Rates and Increasing Sales**  
**Efficiently via Unified Commerce**

Customers interact with your brand across various touchpoints — online (websites, apps, social media) and offline (in-store, call centers, events). Bridging the gap between these channels is key to creating a seamless, unified journey with technology that strengthens relationships, boosts retention, and drives sales. In this presentation, Yien Yee will share a framework for bridging the gap, tips for success, common mistakes marketers make in coordinating online and offline channels, along with supporting case studies.

*Speaker: Soh Yien Yee, Chief Relationship Officer, EasyStore Malaysia*

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**4:30 PM****SESSION 8: INSIGHTS TO REDEFINING BOUNDARIES**  
**Durex's Journey in Malaysia: Redefining Boundaries in a**  
**Regulated Market with Witty Social Messaging**

As the leader in sexual wellbeing, Durex excels at making consumers feel comfortable with their intimate experiences. Often adopting a light-hearted and witty approach, Durex's campaigns are fuelled by deep consumer insights. This presentation will delve into the strategies and campaigns that have helped Durex ignite discussions on a topic that not only sparks intimacy but also encourages open dialogue, ultimately driving growth in the market. The speakers are:

→ *Jerome Goh, Head of Marketing, OTC & IW, Reckitt Malaysia*

→ *Andrew Perera, Creative Director, Fishermen Integrated*

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**5:30 PM**

End of the 20th BFM Brandfest 2025

# REGISTRATION FORM

(Please complete this form and email to [events@bfm.my](mailto:events@bfm.my) for manual processing.)

## REGISTRATION FEES PER DELEGATE

(Please tick one box only.)

<input type="checkbox"/>	<b>Returning Brandfest Delegates</b> and/or company RM1,430	<input type="checkbox"/>	<b>Early Bird</b> until 27 April 2025 RM1,800	<input type="checkbox"/>	<b>Regular Ticket</b>  RM2,000	<input type="checkbox"/>	<b>Group Ticket</b> 3 or more RM1,700	<input type="checkbox"/>	<b>Public Remote Online</b>  RM1,300
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Ticket prices are EXCLUSIVE of 8% SST | Tickets are NON-REFUNDABLE | 100% HRD Corp Claimable | Includes access to the conference and refreshments

**For Enquiries & Group Registration (more than 5 pax), please contact:**  
BFM Events | Tel : +6011-25712689 | Email : [events@bfm.my](mailto:events@bfm.my) OR register online at [bfm.my/brandfest](https://bfm.my/brandfest)

## ATTENDING PUBLIC FACE-TO-FACE FORMAT

DELEGATE INFORMATION (Please type OR write in block letters)

Full Name (as per IC)	Mobile	Email	Position

## ATTENDING PUBLIC REMOTE ONLINE FORMAT

DELEGATE INFORMATION (Please type OR write in block letters)

Full Name (as per IC)	Mobile	Email	Position

# REGISTRATION FORM

(Please complete this form and email to [events@bfm.my](mailto:events@bfm.my) for manual processing.)

Company: \_\_\_\_\_

HRD Corp  
Registered: ☐ Yes ☐ No

Applying for HRD  
Corp Grant? ☐ Yes ☐ No

Mailing address: \_\_\_\_\_  
\_\_\_\_\_

(Important Note: In line with HRD Corp's rules – After HRD Corp's approval of the first batch of registered delegates, more new delegates will require a separate fresh grant application and approval from HRD Corp. Please inform us 30 days prior to the event if change of delegates applies. No cancellations are permitted 30 days prior to the event.)

Postcode: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Method: ☐ Bank Transfer ☐ Cheque  
Please tick only one box

• Full payment is required at least **30 working days** prior to the event • Confirmation of participation will only be made AFTER full payment is made prior to the event • We reserve the right to refuse admission if payment is not received on time.

## ADMISSION DETAILS

**20th BFM Brandfest 2025**

**Date:** 16 - 17 July 2025  
(Wednesday & Thursday)

**Time:** 9.00am - 5.30pm  
(Registration starts at 8.00am)

**Venue:** Grand Nexus, Level 3A, Nexus Bangsar  
South, No. 7, Jalan Kerinchi, Bangsar South,  
Kuala Lumpur 59200.

Fee includes admission to the BFM Brandfest 2025 event, and meals provided at the event.  
Fee does not include any travel expenses local or international, accommodation and other incidentals.

## TERMS & CONDITIONS

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd ("BFM").

### Companies applying HRD Corp Grant

#### **1. HRD Corp Grant Application:**

a. Delegates are advised to submit grant application to HRD Corp for timely approval via e-TRIS system once registration is confirmed. Please inform BFM once grant has been applied and approved together with the Grant ID received from HRD Corp. Guide on the application process [here](#).

b. Following HRD Corp's approval of the first batch of registered delegates, should there be any amendments ie. additional/reduction of pax or change of delegate's details, a grant modification and further approval from HRD Corp is required. Please inform BFM at least 30 working days prior to the event. Guide on modification process [here](#).

c. Companies are advised to submit grant applications for each format (**Public Face-to-Face** format or **Public Remote Online** format) separately and indicate the delegates' full details accordingly.

d. Please ensure to select the correct type of training in the e-TRIS system when applying for the grant. For the delegates attending **Public Face-to-Face format**, please select "**Public**"; and for the delegates attending the **Public Remote Online format**, please select "**Remote Online Training (Public)**".

#### **2. Cancellation / Substitution:**

Delegate names must be listed in HRD Corp's e-TRIS system for grant eligibility and approval. Please inform BFM if there's changes in delegates at least 30 days before the event.

- Delegates will need to sign HRD Corp's attendance T3 form for both days during the event as proof of attendance as part of HRD Corp's requirement.
- Full payment from the attending company is required for names not listed in HRD Corp's e-TRIS system.
- Registered delegates will have to attend two (2) full days of the event as part of HRD Corp's claim requirement. Direct full payment will be required should the delegates did not attend both days or one of the days.
- No cancellations are permitted 30 days prior to the event.

### Companies NOT applying HRD Corp Grant

**1. Registration & Payment Terms:** Following completion and return of the registration form, full payment is required at least 30 working days from receipt of invoice. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.

**2. Cancellation / Substitution:** Provided the total fee has been paid, substitutions are allowed 14 working days before 20th BFM Brandfest 2025 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM.

### General Terms & Conditions

**1. Copyright etc:** All intellectual property rights in all materials produced or distributed by BFM in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.

**2. Important note:** While every reasonable effort will be made to adhere to the advertised package, BFM reserves the right to change event dates, sites or location or alter the content and timing of the programme or the speakers without penalty and in such situations, no refunds shall be made.

**By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM will not be able to mitigate its losses for any less than 100% of the total published value. If for any reason beyond its control, BFM decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client.**