

YOUTH marketingforum 2005

MAIN CONFERENCE
29-30 NOVEMBER 2005

YMF PRE-CONFERENCE BOOT CAMP
28 NOVEMBER 2005

ZOUK, SINGAPORE



Website: www.youthmarketingforum.com Email: youthmarketingforum@iqpc.com.sg Tel: (65) 6722 9388 Fax: (65) 6720 3804

Featuring CONFIRMED SPEAKERS from:



Researched and developed by:



MTV Asia + Nickelodeon + Kid Power Xchange proudly bring you...

MAIN CONFERENCE
29-30 NOVEMBER 2005

YMF PRE-CONFERENCE BOOT CAMP
28 NOVEMBER 2005

ZOUK, SINGAPORE



Understanding Asia's young consumers for enhanced branding strategies

What's **NEW**?

\$200 OFF + the chance to win cool gadgets! Book & pay by September 23rd. Come as a Team and get LOADS of discounts! Register today!!!

PARTY HIGHLIGHTS FOR 2005:

- Choices! - 2 simultaneous tracks for a customized conference experience
- YMF pre-conference Boot Camp
- Ask Away! - Live session with youth opinion leaders
- Let's Chat! - Themed informal chat sessions
- Out-of-the-Box Immersion Exercise
- Youth live sessions at The Playroom

Special Intensive Session on:



Creating Blockbuster Products by Dave Siegel, President and "Big Daddy", WONDERGROUP Author, "The Great Tween Buying Machine"

Be among the first 5 to register and get a copy of Dave's newly-published book, "Marketing to the New Super Consumer: MOM & KID"



OFFICIAL PUBLICATION:



Choices, choices, choices!

Customize your conference experience to address your specific issues and challenges:

- Sign up for the pre-conference workshops at the YMF Boot Camp
- Choose which sessions you want to attend from 2 concurrent tracks designed for kid / tween marketers and teen / young adult marketers
- Select a theme of interest from the numerous chat sessions. Can't decide? Work the room and sit in on all!

OFFICIAL FREECARD MEDIA:



OFFICIAL MEDIA PARTNERS:



Website: www.youthmarketingforum.com Email: youthmarketingforum@iqpc.com.sg
Tel: (65) 6722 9388 Fax: (65) 6720 3804

THE BIGGEST HAS JUST GOTTEN BIGGER & BETTER...

MORE of the issues you want!

- 1 Making your marketing \$\$\$ work harder
- 2 Creating kid-pull in non-traditional kid categories
- 3 Youth trend drivers and implications for semi-urban/up-country marketing
- 4 Using mobile and online platforms to increase throughput and boost preference for your brand
- 5 Leveraging sports to strengthen and add interesting dimensions to your brand
- 6 Enticing new consumer segments whilst maintaining an existing loyal customer base
- 7 Providing a "WOW" experience to kids and parents

Networking & Brainstorming Galore! Don't forget to bring LOTS of business cards!

MONDAY, 28 NOVEMBER • **YMF Boot Camp**

Highly-interactive hands-on workshops. Perfect opportunity to learn from your peers as you and other attendees will drive 35-50% of discussions. See p.4 for details

TUESDAY, 29 NOVEMBER • **CHI LL OUT!!!**

Exclusive cocktail reception at Zouk sponsored by MTV & Nickelodeon. Network and discuss over drinks.

WEDNESDAY, 30 NOVEMBER

• Ask Away!

Pick the brains of a select panel of youth opinion leaders to find out what goes into the evolution of trends. See p. 9 for details.

• Let's Chat!

Ask questions and share viewpoints with your peers over ice cream! Visit any one and as many informal discussion tables as you wish. See p.9 for topics and facilitators.

• Out-of-the-Box Immersion Exercise

Work with your peers to generate and test new product ideas. Walk away with insights you can use, information you can share, tips you can apply

Youth Live Sessions at The Playroom..!

Immerse yourself in a young person's environment at The Playroom ... surround yourself with their favorite toys and games, listen to their favorite music and watch their favorite videos. In between conference sessions, network and be inspired in this lounge specially created to resemble a typical kid's and teen's bedroom. We've even arranged to have kids and teens present so you can pick their brains, find out their preferences and ask them what they think of your brand (or your competitor's)!

Chill Out!

Over a glass of wine or an ice-cold beer and some munchies, ask questions, compare notes, benchmark and share view points with other youth marketers at this exclusive networking cocktail. Take it to the next level - pitch ideas, sign up new clients and seal deals! Or simply, chill out and enjoy yourself at Zouk.

Hosted by:



SPONSORSHIP & EXHIBITION OPPORTUNITIES

Interested in marketing your expertise to Asia's leading marketing minds? Want to be part of the action?

Contact Miles on +65 67229416 or email miles.harley@iqpc.com.sg for creative packages & onsite promotion.



CONFERENCE AT A GLANCE

Monday 28 November

YMF Boot Camp: Separately-bookable pre-conference workshops

Workshop A • 08:30-11:30	Generating Excitement and Consumer Involvement for Your Brand through Wireless Marketing MOBILE2WIN
Workshop B • 12:00-15:00	Understanding Your Consumer - Tried and Tested Trend Spotting Methods for High Impact Youth Marketing KIDS & YOUTH
Workshop C • 15:30-18:30	Principles of Youth Marketing - EVERYTHING You Need to Know About Marketing to Today's Youth WONDERGROUP

Tuesday, 29 November

TIME	PROGRAMME	
08.30-09.00	Coffee & Registration (<i>Wakey wakey!</i>)	
09.00-09.20	Chair's Welcome & Opening Remarks - PROXIMITY	
09.20-10.00	Creating a Memorable Brand Identity with Youth - VIRGIN MOBILE	
10.00-10.40	LIVEWORLDS – Updated Insights on Asian Youth Psychographics - MTV NETWORKS ASIA	
10.40-11.00	Coffee & Networking Break (<i>Snacky anyone?</i>)	
11.00-11.40	Leveraging the Right Partnerships to Extend and Enhance Your Brand - FOSSIL GROUP	
11.40-12.20	DEEP PURPLE - Designing Enjoyment Deep Down - BENQ	
12.20-13.00	Leveraging Sports as an Effective Youth Passion Point - IMG	
13.00-14.15	Lunch & Networking Break (<i>No food fights please</i>)	
+++ Choose a Track or Come as a Team and Benefit from BOTH! +++		
	<i>Kids & Tweens Breakout Sessions</i>	<i>Teens & Young Adults Breakout Sessions</i>
14.15	Creating Kid-Pull in Non-Traditional Kid Categories - WONDERGROUP	Youth Power! - An NKF Case Study - NATIONAL KIDNEY FOUNDATION
15.00	TV Kids Can Do! - NICKELODEON ASIA	Getting Immediate & 24/7 Access to Your Market with Mobile Marketing - MOBILE2WIN
15.40	Tea & Networking Break (<i>Recess time</i>)	
16.00	What's in the Mix? (1 Part Infant, 1 Part Kid and 1 Part _____) - NESTLÉ PHILIPPINES	Mobile Madness - Leveraging the Emergence of Mobile Technology to Reach Youth - COCA COLA INDIA
16.40	Getting the Most from Your Research with Kids: Discovering Product Ideas and Attitudes That Shape Purchasing Decisions - TNS	Using Online Media to Drive a Relationship with Today's Youth - PROXIMITY
17.20	Closing Remarks from the Chair	
17.30	End of Day One & Chill Out!!!! (See p.1 for details)	

Wednesday, 30 November

TIME	PROGRAMME	
08.30-09.00	Coffee & Re-registration (<i>Smell the coffee!</i>)	
09.00-09.10	Chair's Recap & Opening Remarks - WM. WRIGLEY JR. CO.	
09.10-09.50	Identifying and Capitalizing on Youth Trends to Drive Success - McCANN-ERICKSON	
09.50-10.40	ASK AWAY! Live Session with Youth Opinion Leaders! - THE FILTER GROUP	
10.40-11.00	Coffee & Networking Break (<i>Got milk?</i>)	
11.00-11.40	Insight China: Youth Trends, Trend Drivers and Semi-Urban Marketing - MOTOROLA MOBILE DEVICES-NORTH ASIA	
11.40-12.20	Doing More with Less: Developing a Winning Marketing Campaign on a Tight Budget - WM. WRIGLEY JR. CO.	
12.20-13.10	LET'S CHAT! - Themed informal chat sessions	
13.10-14.15	Lunch & Networking Break (<i>Stuff your face!</i>)	
+++ Choose a Track or Come as a Team and Benefit from BOTH! +++		
	Kids & Tweens Breakout Sessions	Teens & Young Adults Breakout Sessions
14.15-15.00	Kid Marketing: Ethics & Responsible Children's Advertising - KIDS & YOUTH	Reaching And Appealing To Teens The "17" Way - BLUINC MEDIA <i>Publisher, Seventeen magazine</i>
15.00-15.45	Extending Your Brand with the Right Branding Partnerships & Alliances - TOYS 'R' US ASIA	Re-inventing Your Brand to Keep It Relevant and Fresh: A BRAND's Re-branding Case Study - CEREBOS THAILAND
15.45-16.00	Tea & Networking Break (<i>Munchies!</i>)	
16.00-17.15	Out-of-the-Box: Immersion Exercise on Creating and Developing Blockbuster New Products - WONDERGROUP	
17.15-17.30	Closing Remarks from the Chair	
17.30	Close of Conference (<i>School's out!</i>)	

"Good venue for discussing new ideas and for networking."

- Judah Ruiz,
Unilever - Wall's Ice Cream

"Structured coherently; market leaders all present; good first bite!"

- Imee Marcos,
Renegade Filmmakers (Philippines)



NOT FOR THE FAINT-HEARTED!

BOOK NOW!

YMF BOOT CAMP Monday, 28 November

YMF Boot Camp is made up of highly-intensive 3-hour sessions designed to be both interactive and educational. Your facilitators will provide a balance of presentations, exercises, demonstrations, case studies and Q&A sessions addressing your specific needs and challenges. They will give you an opportunity to focus on certain areas to ensure that you walk away with a thorough understanding of the subject. YOU get to lead 35-50% of the discussion.

Workshop A 08:30-11:30

GENERATING EXCITEMENT AND CONSUMER INVOLVEMENT FOR YOUR BRAND THROUGH WIRELESS MARKETING

Back by Popular Demand! This dynamic workshop will engage you in a series of discussions to thrash out the issues involved in developing and implementing wireless communication initiatives. Through detailed case studies of product launches, thematic ad based promotions, mobile coupons, ground event activities and sampling programs initiated by leading youth brands, find out how you too can create additional excitement and consumer involvement for your brand.

Having led teams in the execution of hundreds of interactive marketing campaigns for some of the world's largest brands including Coke, Siemens, Nokia, Sprite, Fanta, Wrigleys, Darlie and Warner Brothers, Ranjit will help you to develop your own comprehensive hypothetical case study, starting with strategic planning through to return on investment analysis. Attend this workshop to take away key insights on:

- * Connecting with consumers in a personal manner via focused content and applications
- * Deploying effective and efficient wireless marketing solutions for brands
- * Integrating various media

Ranjit Singh
Global Head, Marketing Solutions
MOBILE2WIN



With over 10 years' experience across consumer, Internet and telecom industries, Ranjit has a thorough understanding of brand marketing and technology. He leads teams in China and India to create innovative and effective wireless brand marketing solutions for Mobile2win clients. Prior to Mobile2win, Ranjit was with Contests2win in China, where he was part of the set-up team. He has also been with Essar Telecom in India and has held various marketing positions with Pennzoil, BPL Mobile and First Online.

Workshop B 12:00-15:00 (Including networking lunch)

UNDERSTANDING YOUR CONSUMER - TRIED AND TESTED TREND SPOTTING METHODS FOR HIGH IMPACT YOUTH MARKETING

Acknowledged as one of the world's leading youth researchers with international experience spanning 20 years, Barbie Clarke takes you through this hands-on intensive workshop to thrash out the following key issues:

- * Who are we targeting? Developmental stages of children and young people
- * Communicating with children and youth: Effective methods for different ages
- * Trend Spotting: What it is and how it works
- * Developing strategies for your own target market

Barbie Clarke
Managing Director
KIDS & YOUTH
Editor - Young Consumers



Barbie was previously head of NOP Family (part of GfK / NOP World). She has a post-graduate qualification in psycho-analytical counselling and has worked for several years with young people in prison, and in a secondary school. An accomplished and experienced speaker, Barbie regularly gives papers at international conferences, writes articles, and appears on TV and radio commenting on youth research.

Workshop C 15:30-18:30

PRINCIPLES OF YOUTH MARKETING - EVERYTHING YOU NEED TO KNOW ABOUT MARKETING TO TODAY'S YOUTH

SOLD OUT in the U.S.!

This is the perfect, one-of-a-kind session for any marketer who is a newcomer to the youth marketing arena or for those pros in search of a good, solid refresher course on the basics. In a fun, fact-filled session, participants will learn and/or revisit such topics as:

- * Why market to kids, tweens or teens instead of parents?
- * What is the "true" influence & types of influence today's youth have on household purchases?
- * The hidden dangers of not marketing to youth
- * How is today's youth different from youth of just 5-10 years ago?
- * Just who is marketing to kids, tweens and teens? (are all my competitors doing it?)
- * Basics of youth: Media, Advertising, Product development, Packaging, Research

In a group, workshop-style setting, participants will be asked to test their youth marketing skills through a hands-on re-positioning assignment.

Dave Siegel
President & "Big Daddy"

WONDERGROUP

Author - "The Great Tween Buying Machine" and "Marketing to the New Super Consumer: MOM & KID"



Dave was one of the first marketers to recognize the potential of marketing to kids in areas outside toys and confectionery. After getting his start in traditional consumer packaged-goods marketing for such category leaders as Procter & Gamble and Bristol-Myers, Dave spent the past 30 years immersed in youth and family marketing. Among his many clients have been Kellogg's, General Mills, Heinz, Johnson & Johnson, Hasbro, Disney, Crayola, Quaker Oats, Nestle's and more.

UNPARALLELED NETWORKING OPPORTUNITIES!

Find some of the most creative solutions to your challenges from peers in your industry. Or, be truly creative - think out-of-the-box and un-earth ideas from completely unrelated industries!

PAST & CURRENT ATTENDEES INCLUDE:

AGENCY/CONSULTANCY: Ogilvy & Mather • McCann-Erickson • JWT • ACNielsen • MindShare • Grey
• Leo Burnett • TNS

APPAREL: Levi Strauss • G2000 • OshKosh B'Gosh

AUTOMOTIVE: Mazda Motor • UMW Toyota Motor

CONSUMER PACKAGED GOODS: Unilever • Johnson & Johnson • Colgate-Palmolive • Wrigley

EDUCATION: National Library Board • TRACE Computer College • Nanyang Polytechnic

ELECTRONICS: Apple • Philips • Nokia • Motorola • Microsoft

ENTERTAINMENT: Warner Bros • Columbia Tristar Films • United International Pictures
• Feld Entertainment • Sony Music

FOOD & BEVERAGE: Coca Cola • Nestle • General Mills • Chupa Chups • Kellogg • Frito-Lay
• Cadbury • New Zealand Milk

NOT-FOR-PROFIT: UNICEF • Singapore Red Cross • National Kidney Foundation • Singapore Tourism Board

PHARMACEUTICAL: Bristol-Myers Squibb • Abbott • Wyeth

PUBLISHING: Singapore Press Holdings • MPH • Pacific Publications • Femina Group

RESTAURANTS: Burger King • McDonald's • KFC • Pizza Hut • Jollibee

RETAIL: Toys R Us • Metro • 7-Eleven

SPORTS: NBA • Nike • IMG • Li-Ning

TV/MEDIA: Cartoon Network • Walt Disney TV • MediaCorp

TELECOMMUNICATIONS: Virgin Mobile • Globe Telecom • Singapore Telecom • Digi Telecom • M1
• Smart Communications •

TOYS: Hasbro • Lego • Mattel

5



Day 1: Tuesday, 29 November

08.30 Coffee & Registration (*Wakey wakey!*)

09.00 Chair's Welcome & Opening Remarks
Simon Bond
General Manager
PROXIMITY

09.20 **Creating a Memorable Brand Identity with Youth**



- * Addressing the youth market in an effective/tangible way that sticks with them
- * Extending your brand marketing in exciting and meaningful ways via events, packaging, advertising, etc.
- * 3 Unlikely Heroes: A case study on youth advertising

Andy Mallinson
Director of Brand & Marketing
VIRGIN MOBILE

10.00 **LIVEWORLDS – Updated Insights on Asian Youth Psychographics**



- * How socio-cultural influences and Age/Life-stage factors are redefining attitudes and behavioral mores
- * Commonalities and differences in trends, passions and priorities
- * Implications of these altering media habits, mobile & Internet usage
- * Impact on purchasing habits and preferences

Prashun Dutt
Vice President Research & Consumer Insights
MTV NETWORKS ASIA

10.40 Coffee & Networking Break
(*Snacky anyone?*)

11.00 **Leveraging the Right Partnerships to Extend and Enhance Your Brand**



The Fossil Group is the licensed distributor of Armani, Dolce Gabbana, Donna Karan, Diesel, Breil, Fossil and other world-famous fashion brands. In this session, Mark discusses how they:

- * Leverage partnerships and multi-brand tie-ups/campaigns
- * Evaluate and determine the most effective promotional partnerships
- * Align with partners that complement their core values
- * Work with partners to build their brand and business outside of the normal distribution channels

Mark Parker
Senior Vice President
FOSSIL GROUP

11.40 **DEEP PURPLE - Designing Enjoyment Deep Down**



BenQ reveals how it designs enjoyment with youthfulness at its core.

It is important to note that BenQ is not a teens brand, but a brand that engages youthful minded people. This is a defining reason for helping BenQ achieve success in just 3+ years as a brand.

BenQ bares its brand thinking, its design philosophy, and its 360 degrees brand experience. Everything it does to achieve and sustain youthful energy and excitement. It's a journey and they're enjoying it every minute.

Richard Leong
Chief Strategic Marketing
BENQ

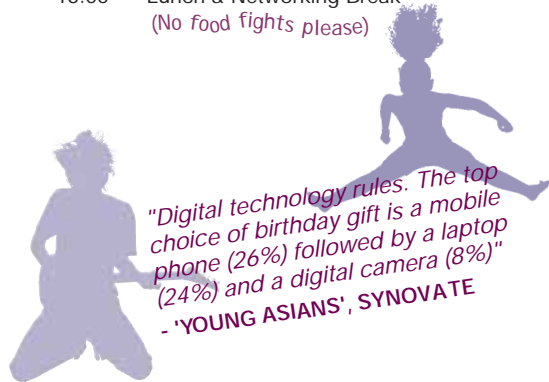
12.20 **Leveraging Sports as an Effective Youth Passion Point**

Using sports as a platform to strengthen brand identity is at the core of what IMG - the world's premier sports & lifestyle management and marketing firm, represents as a company. In this session, Fred gives his insights on:

- * Sports as an integral part of young people's lives
- * How sports should intersect with your youth brand
- * How sports, as a lifestyle statement, can be leveraged to strengthen and add interesting permutations to your brand

Fred Thompson
Vice President, Director of Licensing (Asia)
IMG

13.00 Lunch & Networking Break
(*No food fights please*)



"Digital technology rules. The top choice of birthday gift is a mobile phone (26%) followed by a laptop (24%) and a digital camera (8%)"
- 'YOUNG ASIANS', SYNOVATE



+ Choose a Track or Come as a Team and Benefit from BOTH! +



KIDS & TWEENS BREAKOUT SESSIONS

14.15 Creating Kid-Pull in Non-Traditional Kid Categories



This session will present the newly completed and most extensive research on kid influence ever done in the U.S. Dave will shed light on whether these same influences can now exist or be made to exist in Asia. Several case studies and examples will be discussed showing how various companies either built or capitalised on kid influence in areas not traditionally considered as kid categories. Categories such as Travel, Hotels, Retail, Home Building, Nutritional Foods and others will be discussed.

Dave Siegel
President & "Big Daddy"
WONDERGROUP

15.00 TV Kids Can Do!



The experience on kids' channels has evolved from passive viewing involvement to one that reaches out to kids' lives at multiple touch-points. Entertaining kids can now take many different forms. Case studies will be shared on how kids' channels have tried building a 360 degree experience to connect with kids and connect kids to their world through entertainment.

Catherine Nebauer
Senior Vice President/General Manager
NICKELODEON ASIA

15.40 Tea & Networking Break (*Recess time*)

16.00 What's in the Mix? (1 Part Infant, 1 Part Kid and 1 Part ____)



Kids as consumers are choosing within models they are exposed to. Or are they really? With their parents as surrogate to their (kid's) choices, how does this affect the way we market to and through them? They grow up too you know. What and how to segment, where to position and how to get at touch points and consumption moments for your brand.

This session attempts to seek rhyme to their un-reason.

Benjie Encarnacion
Former Market Intelligence Head
NESTLÉ PHILIPPINES

16.40 Getting the Most from Your Research with Kids: Discovering Product Ideas and Attitudes That Shape Purchasing Decisions



- * Effective techniques to generate improved research outcomes
- * Common mistakes when conducting research with kids
- * What applications are most appropriate for focus groups? One-on-ones? Ethnographic?
- * Research models to track and understand changes in kids' behavior

James Ferguson
Regional Director
TNS

17.20 Closing Remarks from the Chair

17.30 End of Day One & Chill Out!!! (See p.1 for details)





TEENS & YOUNG ADULTS BREAKOUT SESSIONS

14.15 Youth Power! - An NKF Case Study



- * Empowering youth with the ability to contribute to society and make a difference
- * Touching them via their passion points - music, movies, etc.
- * Case scenarios of specific marketing campaigns and outreach programs - why they were done and what was achieved

Catherine Ho
Head, Kids & Teens Communications
NATIONAL KIDNEY FOUNDATION

15.00 Getting Immediate & 24/7 Access to Your Market with Mobile Marketing



This generation is unplugged and their mobile phone is key to staying connected. Find out how mobile technology shapes their lives (from shopping to gaming to viewing), and how you need to shape your marketing plan to take advantage of it. Ranjit provides a full briefing on the marketing potential of mobile - from the rapid expansion of SMS to the emerging technologies that will revolutionize the scope of campaigns.

Ranjit Singh
Global Head, Marketing Solutions
MOBILE2WIN

15.40 Tea & Networking Break (*Recess time*)

16.00 Mobile Madness - Leveraging the Emergence of Mobile Technology to Reach Youth



- * Capitalizing on the convergence of entertainment/gaming and marketing
- * Using the mobile phone as a platform to increase throughput and boost preference for your brand
- * Case study on reaching out to consumers via exciting, interactive SMS promotions
- * Integrating a viral component to your campaign
- * Evaluation of results

Debu Mukherjee
General Manager, Marketing
COCA COLA INDIA

16.40 Using Online Media to Drive a Relationship with Today's Youth



- Nowadays, online presence is a prerequisite to reaching youth. In an effort to cover their bases, many marketers simply throw money at all the latest buzz words - advergaming, viral marketing, instant messaging, etc. BUT...
- * How do you know if your initiatives are successful or not?
 - * How do you know where to invest your money online and into which online executions?
 - * How can the internet be used as a tool to build a relationship with today's youth?

Simon Bond
General Manager
PROXIMITY

17.20 Closing Remarks from the Chair

17.30 End of Day One & Chill Out!!! (See p.1 for details)

P.S. Don't forget to submit your questions for our youth opinion leaders. Session happens tomorrow morning. Check out the next page for details!

08.30 Coffee & Re-registration (*Smell the coffee!*)

09.00 Chair's Recap & Opening Remarks

Carrie Heinenon
Sr. Marketing Manager
WM. WRIGLEY JR. CO.

09.10 **Identifying and Capitalizing on Youth Trends to Drive Success**



- * Drawing insights from how times have evolved/progressed
- * Fashion trends from Japan/Korea and lifestyle habits from the U.S.
- * How Japanese culture - including anime and manga - is affecting everything from video games to reading behavior
- * Predicting upcoming trends in Asia

Dave McCaughan
Executive Vice President, Director of Strategic Planning
McCANN-ERICKSON

09.50 **ASK AWAY! Live Session with Youth Opinion Leaders!**



This session will give you a rare opportunity to pick the brains of opinion leaders in media, music and fashion to understand how trends typically develop and find their way to early adopters and eventually, the masses. We've brought together a panel of such experts to talk LIVE about what they think are the critical trends impacting Asian youth today and in the future. Ian will kick off the session by talking about what trends are, who opinion leaders are and why they're important. He will then moderate the panel and take questions from the audience. So ask away!

Ian Stewart
CEO
THE FILTER GROUP

10.40 Coffee & Networking Break (*Got milk?*)

11.00 **Insight China: Youth Trends, Trend Drivers and Semi-Urban Marketing**

Ian draws from research he has done in China's first-tier cities and in the provinces to give his insights on what drives Chinese youth today. By giving an account of a day-in-the-life-of-a youth in China, he presents trend drivers and implications for semi-urban/up-country marketing.

- * How significant are the differences amongst young consumers from the two areas?
- * Is it commercially viable to develop different strategies on the basis of these differences?
- * What strategies will/will not work in each area?

Ian Chapman-Banks
Senior Director, Marketing & Business Development
MOTOROLA MOBILE DEVICES - NORTH ASIA

11.40 **Doing More with Less: Developing a Winning Marketing Campaign on a Tight Budget**



Not all good, solid marketing campaigns have to cost millions of dollars. Some of the most effective ones have been on a tight budget. In this session, Carrie draws from her experience of managing world-famous gum brands to discuss how the Wm. Wrigley Jr. Company "chews up" competition and retains its position as the world's #1 maker of chewing and bubble gum.

- * Working with tighter-than-usual budgets
 - * Looking past the boundaries of traditional media
 - * Utilizing grassroots marketing campaigns
- Carrie Heinenon
Sr. Marketing Manager
WM. WRIGLEY JR. CO.

12.20 **LET'S CHAT!**

Find a buddy who's dealing with the same issues as you! Ask questions and share view points with other youth marketers over ice cream!

Visit any one and as many informal discussion tables as you wish. Each discussion will be moderated, and will provide a way for you to network with peers who are grappling with the same issues, get answers from those who have dealt with the same problems and perhaps offer a solution to one of your peers.

Come with a handful of business cards to exchange. When the hour is done, you would have gained an ongoing resource - a buddy or two to help you tackle your most challenging issues.

- Confirmed topics include:
- * Non-traditional channels in youth marketing
 - * Working with tight budgets
 - * How to measure your CRM /Loyalty Program results
 - * How to secure bigger budgets for your CRM initiatives
 - * Generating insights from ethnographic research
 - * Re-branding exercise

Your Chat Leaders:

Bibi Choa
LEVI STRAUSS & CO. (*TBC)
Argha Sen
TOYS R US ASIA
Andy Mallinson
VIRGIN MOBILE
Carrie Heinenon
WM. WRIGLEY JR. CO.
Dave McCaughan
McCANN-ERICKSON
Simon Bond
PROXIMITY
Tul Wongsuphasawat
CEREBOS THAILAND

13.10 Lunch & Networking Break
(*Stuff your face!*)



++ Choose a Track or Come as a Team and Benefit from BOTH! ++



KIDS & TWEENS BREAKOUT SESSIONS

14.15

Kid Marketing: Ethics and Responsible Children's Advertising



- * What are the ethical considerations when marketing to children?
- * What are age-appropriate messages in child-directed advertising?
- * Why is advertising and marketing to children criticized in the West?
- * What can Asia do to ensure that we protect our young audience in a responsible way?

Barbie Clarke
Managing Director
KIDS & YOUTH
Editor - *Young Consumers*

15.00

Extending Your Brand with the Right Branding Partnerships & Alliances



Toys R Us is in the business of providing a "WOW experience to kids and parents" and finds it rewarding to align with partners who also share the same values. In the last few years Toys R Us has partnered with FMCGs, hotels, amusement parks, banks and credit cards, music bands, kids TV channels, entertainers ... creating effective promotions across the region in Asia.

Argha Sen will present some successful examples of co-promotions and show what made them tick and how. When different partners get together - the whole becomes greater than the sum of its parts.

Argha Sen
Head of Marketing and CRM
TOYS R US ASIA

15.45

Coffee & Networking Break (*Munchies!*)

16.00

Out-of-the-Box Immersion Exercise on Creating and Developing Blockbuster New Products



Fact: Young consumers are always on the lookout for "what's new?", making new product development a critical part of your company's youth marketing effort. Not only is it an important way to build sales but also a necessary strategy to prevent your current consumers from being swayed by your competitors. Developing successful new youth products is far from easy. Fortunately, this workshop can make it easier. Learn how to develop more and better new youth products! Get them to the market fast!! Watch your sales and \$\$\$ grow!!! Key learnings will include:

- * New ways to generate ideas with kids, tweens, teens and moms
- * The art of turning raw ideas into workable, testable concepts
- * The subtleties of what makes a concept a success or a failure
- * Testing qualitatively and quantitatively

There will be hands-on technique discussions and experimentation with "New Product" competition.

Dave Siegel
President & "Big Daddy"
WONDERGROUP

Author - "The Great Tween Buying Machine" and "Marketing to the New Super Consumer: MOM & KID"

Dave has been involved with developing and launching new youth products for over 25 years, having done so for the food, confectionery, toy, apparel, beverage, pharmaceutical and electronics industries. Among his many kid-marketing accomplishments has been the naming, launching, marketing and advertising of Super Soaker water guns, a category builder for which he was awarded the American Marketing Association's Gold Effie. He was also responsible for the American launch of Cadbury Crème Eggs (those terribly fattening chocolate eggs available only at Easter), Adverteasing (a number-one board game), Rosie (a number-one doll) and Heinz Green Ketchup (a revolutionary category builder).

17.15 Closing Remarks from the Chair

17.30 Close of Conference (*School's out*)



TEENS & YOUNG ADULTS BREAKOUT SESSIONS

14.15

Reaching and Appealing to Teens the "17" Way

- * The uniqueness of the teen market: Focus on Singapore teens + commonalities with teens from other markets in the region.
- * Why Seventeen for teens? - The product strategy behind Seventeen
- * Teen lifestyle habits and participation at Seventeen events
- * Seventeen Club: Interacting with and engaging readers
- * Lessons from running Ms. Seventeen contests

Pang Siew Moi
Managing Director
BLUINC MEDIA
Publisher, *Seventeen magazine*

15.00

Re-inventing Your Brand to Keep It Relevant and Fresh: BRAND's Re-branding Case Study



Drawing from his experience of revamping BRAND's image to make it more appealing to teens, Tul discusses:

- * Using the brand's heritage to transform its traditional image into a contemporary one
- * Enticing new consumer segments whilst maintaining an existing loyal customer base
- * The right mix of promotions, events, media advertising, below-the-line tactics, PR
- * Problems of execution - ideas that were not implemented and why

Tul Wongsuphasawat
General Manager, Marketing & Business Management
CEREBOS THAILAND

Brought to you by:



About MTV

MTV is the world's largest television network and the leading multimedia brand for youth. It is also Asia's Most Watched Music Channel in Asia Pacific (PAX 2004), viewed by more young adults than any other music channel. In 2004, MTV was named "World's Most Valuable Media Brand" for the fifth consecutive year, ranking in the top 50 of The World's Most Valuable Brands overall (research by Interbrand in cooperation with BusinessWeek). MTV Networks Asia Pacific operates ten 24-hour programming services - MTV Australia, MTV China, MTV India, MTV Indonesia, MTV Japan, MTV Korea, MTV Mandarin, MTV Philippines, MTV Southeast Asia and MTV Thailand. Including programming blocks in various parts of Asia, MTV has a combined distribution of more than 180 million homes. MTV Networks International reaches more than 400 million households in 166 territories.



About Nickelodeon

Nickelodeon Asia, the leading entertainment brand dedicated exclusively to kids, is seen in over 112 million households throughout the region with 24-hour channels and programming blocks in India, Japan, Philippines, Singapore, Malaysia, Indonesia, New Zealand, Sri Lanka, Bangladesh, Nepal, Korea, Hong Kong and China. Nickelodeon's portfolio of branded businesses also includes websites (www.nickjapan.com), mobile downloads, consumer products, as well as global sales and licensing of Nickelodeon programme franchises, which extend the brand's cumulative reach to 471 million households and 161 territories globally. Internationally, Nickelodeon's businesses also includes music, publishing, interactive games, and Nickelodeon Movies. Nickelodeon is a registered trademark of MTV Networks, a unit of Viacom Inc.



About Kid Power Xchange

Kid Power conferences have been in existence since 1994. Having been held in places such as the U.S., Canada, Australia, Singapore, England, Spain, Germany, Portugal, and Poland, thousands of marketers have attended a Kid Power conference worldwide! As an unbiased source for youth marketing information, Kid Power Xchange strives to provide marketing executives with proven strategies for successfully tapping the buying power of children, teens and families. Kid Power Xchange always has a pulse on the kid and teen markets. In order to produce the most informative events possible, we are constantly immersed in the industry. We talk to the people making the news, we know the hottest brands, the latest research and what's up and coming in the industry. Furthermore, our conferences bring you in face-to-face contact with the people who participated in the actual implementation of new marketing concepts. For more information, visit www.kidpowerx.com.

OFFICIAL Publication:



Media is Asia's number one media, advertising and marketing publication, covering news, analysis, features and industry opinion from around the region. Established in 1973 and published fortnightly, Media circulates to 12,000 advertising and marketing decision makers across Asia, including the top 5,000 marketers in the region and the 6,000 industry personnel that create, plan and buy their marketing, advertising and PR campaigns. Media educates, informs and entertains its influential audience, making it an absolute must read for anyone in the marketing mix.

OFFICIAL FREECARD MEDIA:



About ZoCard

ZoCard is Singapore's only award winning, free postcard advertising company, with a prime audience that collects its advertising message at over 430 of Singapore's better venues. The company was established in 1995 and has since then distributed millions and millions of postcards in locations where our audience shop, exercise, relax, dine and meet socially. Currently, ZoCard attracts a good spread of advertisers ranging from Levi's to Canon, from Golden Village cinemas to Samsung. The ZoCard racks can be found all over the island, including 50 educational institutions and in ad agencies such as Leo Burnett, M&C Saatchi, TBWA, Dentsu and many others. ZoCard celebrates its 10th Anniversary on 5th October 2005.



ZoCard introduces CampusCard

ZoMedia PL, owner of ZoCard, the region's first & leading free card company, announces its latest addition to the media market - CampusCard. CampusCard, free postcards specifically targeting the 15 - 26 age group, will be available from December 2005 at over 100 venues. Currently, 60 of these venues are located at, or near, educational institutions and other locations frequented by Gen Y with high spending-power.

For advertising enquiries, please contact: Ms Michelle Kavanagh, Venue Relations Manager, Tel: (65) 6883 1525, Fax: (65) 6883 1526, Hp: (65) 9011 0427, Email: michelle@zocard.com.



The venue:



Zouk is a homegrown Singapore club that has evolved over 14 years to become a world renowned dance establishment; famed for delivering an innovative and progressive clubbing environment. This sprawling dance club that incorporates 4 different outlets all under one roof has been reflected in many international publications, consistently gaining recognition as being one of the top three clubs in the world by international publications.

OFFICIAL MEDIA PARTNERS:

AdAgeChina

AdAgeChina is a new English-language electronic newsletter covering marketing, media and advertising in the world's seventh largest ad market. Published fortnightly by Crain Communications' New York-based Advertising Age, AdAgeChina is an indispensable source of news and information about the issues, consumer trends, data and key decision makers shaping the rapidly evolving Chinese market. The publication is edited by Normandy Madden, Ad Age's Hong Kong-based Asia Editor. Readers can sign up for the newsletter at AdAgeChina.com.

AdvertisingAge

Celebrating its 75th year, Advertising Age is the pre-eminent news publication in the fields of marketing, advertising and media, delivering in excess of 663,000 weekly impressions among key industry professionals in print and online. The Ad Age Group encompasses Advertising Age (both the print and digital editions), AdAge.com, Point, Creativity, AdCritic.com, Madison+Vine, American Demographics and Ad Age China. Ad Age has correspondents in many countries and maintains bureaus in New York, Boston, Chicago, Los Angeles, Detroit, San Francisco, Washington, D.C., Hong Kong and London. For more info, visit www.adage.com.

brandchannel.com

Brandchannel.com is an award winning online magazine providing the world's leading online exchange about branding, featuring global, comprehensive perspectives across industries. Through its free weekly updates brandchannel offers a wide array of tools with which to enhance brand awareness and learning. Free resources include weekly feature articles and analysis, white papers by industry experts, book reviews, career profiles, a directory of branding professionals, and global listings for conferences, courses and jobs. Log on to www.brandchannel.com and register for your free weekly updates.

MarketResearch.com

MarketResearch.com is the leading provider of global business intelligence on markets, industries, and companies. From consumer and personal products to pharmaceutical and medical devices, we have the latest market research from more than 350 global publishers. We help professionals stay ahead of global or country specific market developments and trends with expert data and analysis. See how we can help you make better decisions today. Visit MarketResearch.com for the most comprehensive collection of published market research available.



The Market Research Society (Singapore) was established in January 2000 in response to a need for a body that will unite research practitioners toward common goals of continued professionalism of the industry, cooperation among research organisations and the upholding of the highest standards of research and business ethics.

The Market Research Society (Singapore) has articulated a set of objectives that challenge members toward professionalism and excellence. For more info, visit www.mrssingapore.org.sg



Young Consumers

Young Consumers is the only publication 100%-focussed on marketing to children and young adults. Every issue is packed with practical information to help you fine-tune your strategy, including:

- * Insight and research into what under-24s think, feel and do
 - * Sound advice to help you navigate today's ethical minefield and produce responsible campaigns that work
 - * Fresh ideas to inspire better advertising, marketing, promotions and merchandising
- To find out how Young Consumers can help you, visit www.warc.com/kids

YOUTH marketingforum 2005



Team Discounts

For group booking over 5 attendees, please contact us immediately.

- * 5 or more: 5%
- * 10 or more: 7%
- * 15 or more: 10%
- * 20 or more: 15%

This is exclusive of the early bird discounts and not applicable to YMF Pre-Conference Boot Camp-only bookings.

5 Ways to Register

Online: www.youthmarketingforum.com
Email: youthmarketingforum@iqpc.com.sg
Phone: (65) 6722 9388
Fax: (65) 6720 3804
Post: IQPC Worldwide Pte Ltd
1 Shenton Way #13-07
Singapore 068803

Venue

Zouk
17 Jiak Kim Street
Singapore 169420
Tel: +65 6738 2988
Fax: +65 6738 3988
www.zoukclub.com

Accommodation

Grand Copthorne Waterfront Singapore
392 Havelock Road
Singapore 169663
Tel : 65 6733 0880
Fax : 65 6737 8880

Hotel accommodation and travel costs are not included in the registration fee. A reduced corporate room rate has been arranged at Grand Copthorne Waterfront Hotel for attendees at this conference. To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

CANCELLATIONS & SUBSTITUTIONS - You may substitute delegates at any time. IQPC does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another IQPC conference for up to one year from the date of issuance. For cancellations received less than seven (7) days prior to the event no credits will be issued. In the event that IQPC cancels an event, delegate payments at the date of cancellation will be credited to a future IQPC event. This credit will be available for up to one year from the date of issuance. In the event that IQPC postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future IQPC event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements.

IQPC is not responsible for any loss or damage as a result of a substitution, alteration, cancellation, or postponement of an event. IQPC shall assume no liability whatsoever if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but shall not be limited to: an Act of God; governmental restrictions and/or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension, and/or restriction on transportation facilities/means of transportation; or any other emergency.

PROGRAM CHANGES - Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

WORKSHOP ATTENDANCE - Please note that workshops and master classes are subjected to limited availability. Certain workshops or master classes may be conducted as closed forums and as such IQPC reserves the right to decline individual registrations as necessary.

YOUR DETAILS - Please contact our Database Manager (+65 6722 9388) and inform them of any incorrect details which will be amended accordingly. Alternatively, you can email to enquiry@iqpc.com.sg

DATA PROTECTION - Personal data is gathered in accordance with the Data Protection Act 1984. Your data may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box below.

Please do not pass my information to any third party

IQPC WORLDWIDE PTE LTD.

Company Registration No: 199702288Z

Copyright© 2005 IQPC Worldwide Pte Ltd. All rights reserved. This brochure may not be copied, photocopied, reproduced, translated, or converted to any electronic or machine-readable form in whole or in part without prior written approval of IQPC Worldwide Pte Ltd.

My booking code is PDFW

Please complete in BLOCK CAPITALS as the information is used to produce delegate badges. Please photocopy for multiple bookings

Please do not remove this label even if it is not addressed to you.

Conference Documentation & Audio CD

- I am registering as a delegate, please send me an extra set of Conference Documentation with Audio CD with a S\$100 discount: S\$549
- I cannot attend the event, please send me the Conference Documentation with Audio CD at S\$649
- I cannot attend the event, please send me the Conference Documentation only at S\$549

(Singapore companies, please add 5% GST)

(N.B Advance orders will determine whether or not this conference will be recorded - Please enclose payment with your order.)

Your order is risk free! If not satisfied simply return the product within 15 days for a full refund.

CONFERENCE PACKAGES	EARLY BIRD PRICE	NORMAL PRICES
<input type="checkbox"/> Platinum Package Conference + 3 Workshops	S\$3596	S\$3796 <i>save\$300</i>
<input type="checkbox"/> Gold Package Conference + 2 Workshops	S\$2897	S\$3097 <i>save\$200</i>
<input type="checkbox"/> Silver Package Conference + 1 Workshop	S\$2198	S\$2398 <i>save\$100</i>
<input type="checkbox"/> Conference only	S\$1499	S\$1699
<input type="checkbox"/> Workshop(s) only		S\$799 each
Please indicate your choice of workshops: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C		

* Discount applies to conference attendees only, and you must book and pay by 23 September 2005.

** Singapore Companies please add 5% GST.

Delegate : _____ Mr Mrs Ms Dr Other

Position: _____ Email: _____

Head of Department: _____

Nature of Business: _____

Company: _____

Address: _____

Postcode: _____

Attention Invoice to: _____

Telephone: _____ Fax: _____

Email: _____

PLEASE PHOTOCOPY THIS FORM TO REGISTER MULTIPLE DELEGATES.

PAYMENT METHODS:

Visa Mastercard Amex Credit Card Numbers:

Name of Cardholder: _____

Address of Cardholder: _____

Expiry Date: _____ Signature: _____

By Direct Transfer:

Account Name: **IQPC Worldwide Pte Ltd**
 Bank Number: **7339** • Account Number: **501-426928-001** • Swift Code: **OCBCSGSG**
 Oversea-Chinese Banking Corporation Limited
 65 Chulia Street, OCBC Centre, Singapore 049513

All bank charges to be borne by payer. Please ensure that IQPC receives the full invoiced amount. Please quote **MC2 3134** with remittance advice

By Cheque / Bank Draft: Made payable to: **IQPC Worldwide Pte Ltd**

Please return to: No.1 Shenton Way #13-07 Singapore 068803

Tel: (65) 6722 9388 Fax: (65) 6720 3804 Email: youthmarketingforum@iqpc.com.sg Website: www.youthmarketingforum.com