



## Southeast Asia Theme - Brands: Disrupted

Last year, McDonalds announced a partnership with Uber to offer their North American customers home delivery. Likewise, Amazon began opening bricks and mortar 'cashless' shopfronts to serve their customers better. Two of the world's largest brands pivoting at scale for no other reason than to sustain growth by putting their customers first!

The savvy strategic shift of McDonalds and Amazon pivoting ensures their brands remain relevant, which is a tacit acceptance by both brands that marketers need to constantly be thinking (and rethinking) about what a brand is, how a brand acts, and the places a brand lives in an increasingly digital world.

What a brand is today, how it acts, and what 'brand' means to both marketers and consumers has evolved a very long way since the cigarette smoking, Scotch drinking, Madison Avenue agency days. Today, 'brand' is about much more than this.

Where brand was once predominantly a visual, today, it's as much the personality of the company behind the product as it is the multitude of ways that consumers interact with a brand, be that across the internet, over the counter, or via television, radio or direct mail.

This evolution in thinking about what a brand is, and how a brand acts, has never been more important than today where consumers' opinions of a brand holds as much sway as the brand itself. This evolution of what a brand is, and the loss of complete control of brand perception, is causing marketers to likewise evolve the way in which they remain relevant to consumers.

Fact is, marketers need to constantly be thinking about shifting consumer expectations and needs. Which is why the world's smartest marketers make time to attend iMedia Summits.

iMedia is returning to The Slate in Phuket, Thailand this August. The 2017 event program has been created by our local advisory board of industry leaders from Starhub, Nespresso, SPH, Colliers, Thompson Reuters, Coty, We Are Social (and more) to ensure the event program answers questions SEA marketers want answered.

See you in Phuket!

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