

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

Reader Reports

What Asia's biggest spending marketers and agency professionals think of Marketing

Marketing: Magazine Website e-Newsletters Annual Directories Events

“In my role across Asia it is critical for me to gain quick & clear insights on what is happening in consumer markets, product categories and media channels. Marketing acts as my single point of access to such regional and country insights as well as giving me a view on new marketing initiatives. Marketing Daily is a simple snapshot which takes just a minute to digest but provides my news for the day.”

Ray Bremner
Senior Vice President Marketing
Unilever Asia Pacific

“Managing a regional business in a digital world requires instant access to breaking news and market developments. Marketing Daily provides me with great insights and a head start on business developments. I highly recommend it.”

Alan VanderMolen
Asia Pacific President
Edelman Public Relations

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“Marketing provides a compact literature of case studies, industry leader opinion and special features which keeps me abreast of the latest media & consumer trends which could be trigger points for new marketing ideas which are important in a competitive industry such as the financial services sector where innovation is key to brand differentiation.”

Adeline Tiah

Senior Vice President Brand Communications & Sponsorship

HSBC

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“Marketing is an essential part of my toolbox to ensure that I optimise the limited time I have for reading by gaining fast, concise and up to date information that impacts my day to day work.”

Barry Cupples
Asia Pacific Chief Executive Officer
Omnicom Media Group

“The articles in Marketing are topical and cover a broad range of subjects; I find them very relevant & informative and the magazine helps me keep abreast of developments in the industry. Marketing Daily is also a good information source, providing a snapshot of the latest marketing news from the region.”

Choi Fong Vallis
Communications Manager Asia Pacific
British Airways

“Marketing is crisp, neat and covers topics that touch my heart. It is a magazine I trust - it provides some sanity in our insane world.”

*Alice Lam
Managing Director
Universal McCann Hong Kong*

“With the overload of information especially on media and marketing topics these days, Marketing gives me a good overview of the key issues & latest trends within an Asian context.”

Ramesh Divyanathan
Marketing Director
BMW Group Asia

“In a world where we consume media in bite-sized chunks, Marketing gives me in-depth reports and articles that cover a breadth of issues which have an influence and impact over the Asian consumer market.”

Amanda King
President & Managing Partner
Tribal DDB Asia Pacific

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“Marketing is one of the few magazines I look forward to getting every month. It helps me keep up to date with what’s happening in the marketing world, inspires new ideas and provides insights that every marketing practitioner would find relevant & useful.”

Tan Wee Hoon
Regional Marketing Manager
Tourism Australia

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“The communications landscape in Asia is characterised by constant and rapid change. Marketing gives me a simple yet sophisticated overview of the industry; it provides me with up to date insights and a sound POV on industry trends & challenges. In conjunction with Marketing Daily, Marketing has proved to be a valuable tool for me and the agency.”

Anthony Plant
Chief Executive Officer
Saatchi & Saatchi Hong Kong

“Marketing is a good all-round magazine for marketers. I get up to date information and breaking news about what’s happening in the industry, as well as interesting feature articles.”

Charlie Ong
Head of Sales & Marketing
Nippon Paint

“Marketing always travels with me →- it’s one of the few titles that I really take the time to read. I find that I get good, reliable information about what’s going on in the region plus some great insights into key issues confronting my industry and our clients’ businesses.”

Paul Maher
Chief Executive Officer North Asia
Starcom Media Group

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“I rely heavily on Marketing and Marketing Daily to keep me up to date with what is going on in the world of communications. The online articles are concise, up to date, well written and the print magazine gives great analysis & insights into the challenges facing marketers.”

Emma Paris
PR & Communications Manager
VisitBritain

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“Most creative directors have a wide range of creatively-driven publications to help them keep up to date with the latest bits of work floating around. But when it comes to regional industry news and the latest findings on consumer insights for example, it’s reassuring to have that copy of Marketing on the desk too.”

Chris Chiu
Executive Creative Director
Leo Burnett

“It is a godsend to have quality industry publications such as Marketing to keep us abreast of the latest news, appointments, business wins and gossip. Despite being time poor, it is publications such as Marketing that I count on to keep me in the know.”

Christina Cheang
Regional Managing Director
GolinHarris

“As part of the regional team, keeping a fresh perspective on regional industry news and trends is paramount to the delivery of our unique marketing programs. My team and I look to Marketing as a key resource to keep a finger on the pulse of the marketing industry.”

Ajay Mohan
Vice President, Marketing PSG
HP Asia Pacific & Japan

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“Marketing gives me a clear, well-informed, easy-to-read and sometimes entertaining view of what exactly is going on in our industry today.”

Jensen Tsoi
Managing Director & Creative Director
Bamboo Advertising Hong Kong

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“I’ve been taught to see through the customer’s lens, to understand, create, communicate and deliver value. Marketing filters the noise and distils stories into professional insights. It is my lens on the latest trends and heartbeat of the Asian market.”

Leonard Koh
Brand Manager
Toyota Motor Asia Pacific

“Marketing has developed dramatically in terms of content & quality and has become indispensable reading for clients and their agencies. Its analysis of industry issues is thorough and its breadth of coverage monitors most major developments in the region.”

Chris Jaques
Chief Executive Officer Asia
M&C Saatchi

“Marketing has been my staple reading since I graduated. Its content is highly relevant to marketers like me, especially the well-written consumer insights on different categories and marketing mix alternatives.”

Daphne Tan
Senior Brand Manager
Beiersdorf

“Marketing is a refreshing alternative for news on the entire marketing & advertising industry. It has grown in strength because it goes beyond just providing snippets of industry happenings. Marketing is an information source which I have come to rely on heavily to keep abreast of issues that matter in our industry.”

Jaswinder Kaur
Managing Director
MediaCom Singapore

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“My role is a regional role in Asia. I have to be connected to what is going on in Asia as well as around the globe. Marketing gives me that connectivity as well as access to interesting topics which come in handy at CEO visits.”

Emre Olcer
Marketing Director
Procter & Gamble Asia Pacific

“Marketing to me is a welcome fact and crib sheet in amongst an array of publications that seem to succumb too easily to client/agency hype and PR spin. It has its finger on the pulse without inserting its head up the rectum.”

Steve Elrick
Regional Executive Creative Director
BBH

“In my role of managing a marketing communications agency, there are few resources for staying on top of opinions & trends in Asia which makes Marketing valuable. The fact that it’s well put together is a great bonus.”

Patrick Ko
Managing Director
Profero Hong Kong

“Using the most effective ways to reach our target audience and stay ahead of the competition is indeed art and science. Marketing is an easy read with neatly presented news stories ranging from traditional to digital media which gives me an up to date and holistic view.”

Ivy Goh

**Assistant General Manager Marketing
Sony Electronics Asia Pacific**

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“In a world where I am bombarded by multiple sources of news about our clients and our industry, Marketing stands out as a monthly moment of clarity amongst the clutter. The news stories are clear & well informed and the layout is easy to manage.”

Chris Thomas
Chairman & Chief Executive Officer Asia
BBDO Asia Pacific

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“Marketing is the key publication in Asia that keeps me up to date with the latest campaigns, people moves, new concepts and best practices in marketing. It also provides me with opportunities for learning and networking at their Roundtables and Peer Briefings.”

Natalie Bennett
Regional Head of Marketing Asia Pacific
HSBC

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“Marketing helps us get a good grip on the region’s marketing trends and the movements of key players. In a competitive environment where strategy and the latest technologies play fundamental roles in the creative process, we need the best perspective and market analysis we can get. Marketing gives us just that.”

Thierry Halbroth
Senior Creative Director
McCann Erickson

“Marketing is the first place I turn to for regional advertising & marketing industry news as well as insights to new marketing initiatives. Marketing is informative, easy to read and timely; I look forward to my issue every month.”

Sara Chua
Director, Marketing - Far East Area
Ernst & Young

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“In the fastest moving region in the world, Marketing provides the latest news & information with a clear point of view on the marketing stories that matter. Marketing Daily allows for a quick & nimble service for clients and agencies to keep abreast of news as it happens.”

William Swayne
Managing Director
Carat Singapore & Hong Kong

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“Marketing delivers relevant, timely case studies and insightful commentary using a regional lens. I value the fact that a lot of content is written by Asian marketers for Asian marketers. ‘Life’ is different here, Marketing recognises that.”

Elizabeth Armstrong
Global Head of Marketing
Standard Chartered Bank

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“They say knowledge is king and I never fail to read Marketing to help us stay relevant and closest to the needs of our clients. Marketing has done a tremendous job over the years as consistently being one of the most progressive and innovative industry publications.”

Paul Soon
Managing Director
XM Asia

“My marketing team and I have found immense benefit from reading Marketing and Marketing Daily. The content of the magazine is well laid out and easily consumed. In particular, the Agency of the Year special edition helps me and my team to steer and determine how our business partnerships evolve.”

Timothy Liauw
Manager Marketing & Planning
General Motors

“I need up-to-date, trustworthy newsfeeds and provocative, interesting editorial. Marketing and Marketing Daily provide these for me on a regular basis.”

John Hadfield
Managing Director
BBH Asia Pacific

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“I don’t have time to read a lot of magazines but Marketing is one of the few I don’t miss. It strikes a nice balance between marketing news that keeps me up-to-date, best practices that help me benchmark against the best and people updates that help me stay connected.”

Birte Sebastian

**Director Corporate Communications & PR
InterContinental Hotels Group Asia Pacific**

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“In print and online, Marketing holds a mirror to the industry in Asia Pacific, reflecting a vivid view of the fast-evolving landscape, consumer trends, people & businesses shaping it. The colorful format and variety of articles make it a quick and fruitful read for staying up to speed and provoking creative ideas.”

Lynne Anne Davis
Regional President & Senior Partner
Fleishman-Hillard Asia Pacific

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“Marketing is a great snapshot of all the latest happenings in the marketing arena. It contains lots of learnings and insights from different markets in Asia making it a very good read.”

Jenny Loh
Head of Snackfood Marketing
Mars Foods Inc

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“To create ground-breaking work, clients rely on me to keep my ear to the ground. Marketing gives me an insight into another world, allowing me to understand what drives consumers and what keeps marketers up at night.”

Ruth Lee
Chief Creative Officer
DDB Worldwide

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“I don’t have much time or patience for ‘who did what to whom’ chatter in the industry. But Marketing normally delivers clarity, sanity and thought provoking stimulation - all of which are most welcome in a noisy world.”

Tim Sutton
Chairman Asia Pacific
Weber Shandwick

“Time is an important factor as I juggle roles across Asia. Marketing Daily is a must-read for anyone looking to get their quick dose of industry news. It’s the leader in providing news related to marketing, advertising and PR.”

Daniel Looi
Manager Asia CE Marketing Team
LG Electronics

“Heading an independent agency network, it is very important for me to stay abreast of the latest news. Marketing Daily gives me up-to-date information that is helpful and concise while the magazine offers insightful stories that are well researched and enjoyable to read. Marketing is one of my must reads.”

Viveca Chan
Chairman & Chief Executive Officer
WE Marketing Group

“I rely on Marketing to give me an accurate roundup of developments in the marketing & media scene. It is one-up on its competition because it goes beyond reporting industry trends to help me see my customers’ point of view, inspiring creative yet practical campaign ideas to market 3Com’s networking solutions.”

Carolyn Henley
Marketing Director
3Com Asia Pacific

“I read Marketing as a matter of routine to stay abreast of all relevant developments in the region. Marketing’s reporting is balanced and professional which adds to its appeal as a publication for both agencies and clients alike.”

Philip Brett
Chairman
TBWA\ Group South East Asia

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“I am a regular reader of Marketing. It provides marketing professionals with timely updates and easy-to-read articles on industry changes and trends.”

Walter Cheung
Head of Corporate Communications
Hang Seng Bank

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“As a regular reader of Marketing, I am pleased to see its recent improvements - it’s clarity and reliability helps keep me informed of what’s happening around the region. Marketing is a critical tool to keep me abreast of the news in Asian marketing.”

Antony Chow

**Chief Executive & Executive Vice President
Euro RSCG Hong Kong & Euro Grand China**

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“As a marketer, Marketing is my key source for news, intelligence and conversation within the marketing and media communities. To me, Marketing really has a great resonance with what is happening in the realm of marketing- both locally and around the region.”

Eunice Frances Chan
Vice President Personal Cards Marketing
United Overseas Bank

“Marketing is a great digest of not only the breaking news, but insightful reviews of key issues, trends and campaigns. Contributors to Marketing share their point of view on industry challenges and suggest solutions. I look forward to more great issues from Marketing.”

Sean Rach
Managing Director
OgilvyOne Hong Kong

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“Web 2.0 has allowed marketers to be more creative & innovative than ever before. As marketing director for the MSN and Windows Live properties, I need to fully understand the pulse of the consumer, agencies & advertisers in the super charged online space. Marketing does that for me in a manner that is concise, yet comprehensive and very relevant.”

Craig Law-Smith
South East Asia Marketing Director
Microsoft

“Marketing is the definitive source for all marketers & professionals in the marketing communications industry. Its content is insightful without being heavy and it captures the heart of what’s going on and what will happen in Asia’s dynamic markets.”

Theodore Choo
Chief Executive Officer
Gosh Advertising

“As an executive overseeing marketing, advertising & promotions, Marketing is an excellent source of news, offering timely & useful insights into a complex industry. Its content is relevant while its features have provided me with ideas for my own marketing initiatives.”

Raymond Tan
Sales & Marketing Manager
Emirates

“Some people keep up with the market. Others stay a step ahead. The latter invariably read Marketing. Its news is current, the articles are insightful, the content, illuminating. The less time you have, the more time you should spend reading Marketing.”

Farrokh Madon
Executive Creative Director
McCann Erickson

“Marketing gives our Asia team a well-organized and concise perspective on the ever-changing consumer, and the products, services and brands she chooses.”

Craig Briggs
Managing Director Asia
Brandimage - Desgrippes & Laga

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“Marketing is my link to the consumer markets. Whether it is reporting media buying trends, campaigns launched by leading brands, or management changes, Marketing keeps me up to date; it is an easy to read yet insightful source of information.”

Avis Lau
Fuels Brand Manager
Shell Hong Kong

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“What’s good about Marketing is that it get’s it - it understands the issues and cuts the bullshit so prevalent in so much of what you read today. It’s not sycophantic or ingratiating; if a report is uncomfortable for us, at least we know it’s made without fear or favour.”

Mark Ingrouille
Regional Director South East Asia
McCann Worldgroup

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“The great thing about Marketing is its ability to distil events to soundbites without resorting to spin. For those of us with responsibilities spanning multiple markets, the ability to access information quickly from a trusted source is invaluable.”

Marianne Thomson
Vice President Product Management
AIG Life

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“Marketing has done a great job over the last year or so in making itself a more essential read among industry media. Interesting articles and viewpoints, and a look at what’s new creatively. It knows where it fits in, and delivers.”

Chris Kyme
Managing Partner
Eight Partnership

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“My job requires me to keep a finger on the marketing pulses of Asia. However, given my regional responsibilities, finding time to stay up to date by reading becomes a real challenge. Marketing keeps me updated and gives me inspiring marketing insights from across Asia. It is comprehensive, timely and filled with great news on ground-breaking happenings in Asia.”

Doy Teo
Regional Marketing Director
Triumph International

“In an age when social networking and new media are changing the game for PR practitioners, we have seen innovation coming from niche agencies scattered across Asia. I read Marketing because it gives time to these smaller agencies, unlike many trade publications that tend to focus on large networks.”

David Ko
Executive Vice President Asia Pacific
Waggener Edstrom Worldwide

“Marketing keeps me updated on the latest industry news & trends.”

Alfred Goh
Brand Manager
Pernod Ricard

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“Choice is quite possibly the most overrated and time-wasting characteristic of the information age. What I need is a smart, edited selection of information that is valuable to me. That is why I read what I read. And I read Marketing.”

Mark Ringer
Executive Creative Director
TBWA\ TEQUILA

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“Marketing is one of the few publications I read regularly. It provides a fresh, non-biased & accurate viewpoint and all agencies, regardless of size, are given fair emphasis. More importantly, Marketing allows me to cut to the chase, skip the gossip and get updated quickly.”

Carolyn Teo
Managing Director
Kinetic Interactive

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“Since the beginning of my career, I have always relied on Marketing to provide me with critical insights into the broader PR, brand & consumer marketing environments. I find Marketing’s case studies a particularly useful way for me to learn from the best practices of my peers.”

Alfie Yee
Director of Marketing Asia Pacific
Hilton International

“Marketing understands well the real needs of the people in this rapidly evolving industry. It connects well with the readers by providing them with timely information presented in a clear and easy-to-read manner. Marketing Daily is a particularly useful source for breaking news and new marketing initiatives.”

Michelle Kristula-Green
Asia Pacific President
Leo Burnett Asia Pacific

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“As a marketer, it’s easy to get caught up in the daily comings and goings of campaign planning & execution. Marketing keeps my ear to the ground and provides me with the latest news pertinent to my community. Marketing takes me where the rubber meets the road and gives my radar a broader scope.”

Wilfrid Foo
Senior Brand Manager
Nestle

“In today’s time poor but information rich environment, everyone wants relevant content that is quick to find. Marketing provides up to date and relevant news in a reader friendly format. It helps me quickly and easily get across what’s happening regionally in our dynamic industry.”

Cheuk Chiang
Asia Pacific Chief Executive Officer
PHD

“In the mobile industry where new technologies & applications develop so quickly and competitor marketing activities evolve constantly, Marketing provides a source of prompt, clear and reliable information that keeps me abreast and informed. Reading Marketing has become a part of my routine.”

Augustine Lim
Regional Director Strategic Marketing
Samsung Asia

“As a discipline, marketing is ever evolving. Marketing, with Marketing Daily, is a good way to stay connected with what’s happening out there, points of views and who’s doing what.”

Azhar Azib

Director Central Marketing Communications Group

Microsoft Asia Pacific

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“Marketing is a reliable and up to date source of industry news & trends that my team and I find useful; Marketing Daily is especially valuable for breaking news.”

Becky DiSorbo

**Director of Corporate Communications Asia Pacific & Japan
EMC Corporation**

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“My role has me on the road 75% of my working life and Marketing provides a good update and perspective on areas of innovation and what’s changing in the industry that I would not get during my travels.”

Peter Skalberg
Regional Director South East Asia
Bates141

“With the plethora of emails, phone calls and meetings that take up the majority of the day, Marketing Daily has created a niche for itself in my mental inbox. It gives me a great topline report on what’s happening in the industry in bite-sized chunks – up to the minute, concise and without the clutter.”

Rod Strother
Managing Director
Proximity

“The world is ever-changing and we are constantly facing a barrage of new media channels. With limited time, there are only a few credible information sources we can rely on. Marketing’s winning formula is its interesting, up-to-date content that is simple to digest.”

Bernard Yeo
Marketing Director
Bacardi-Martini

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“Digital communications has reshaped our role of managing brand & communication activities. Marketing and Marketing Daily are valuable sources of industry information and a platform for sharing best practices which are essential.”

Louise Au
President Greater China
Digitas

“In Marketing there’s a magazine which consistently provides quality analysis of local and regional marketing activities. I trust Marketing’s efforts online & offline are rewarded by attracting an ever-growing group of subscribers.”

Christabel Cheng
Marketing & Public Relations Manager
Johnson & Johnson

“Marketing is an essential part of my reading. I have found that Marketing distils the issues of relevance across our markets into a succinct and digestible format. It balances news and opinion well, making each issue substantial as well as readable.”

KT Sandip
Executive Creative Director
Publicis

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“I’m a big fan of Marketing. I get important industry news on a daily basis through Marketing Daily. On a monthly basis, Marketing provides me with local & regional insights that are helpful in developing our long term strategy – it’s an important and valuable resource.”

Marc Nicholson
Chief Executive Officer
Rocket-X Media

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“Marketing is essential for us, bearing in mind that we have to manage multiple agencies; the information provided helps us to be mindful of what’s going on and what’s likely to happen in the markets in which we operate.”

Howe Chin Phing
Regional Marketing Manager
Ferrosan Asia Pacific

“In today’s speed of light world of customer management, I find Marketing and Marketing Daily invaluable tools in helping to understand both the latest consumer trends and behaviour as well as up to the minute industry developments and updates.”

Stephen Hay
Regional Director Asia Pacific
ICLP

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“We all live in a volatile market. Consumers are constantly throwing surprises. You can’t do anything about these surprises unless you keep your eye on the market. That’s why you must read Marketing to ensure these surprises become predictable business problems.”

Raymond Ng
Director Commercial
Hong Kong Express Airways

“One of my biggest challenges is reconciling the diversity of market demands and consumer perceptions in Asia with the increasing consumer appetite for access to brands through global/digital media channels. Marketing provides insight into how other brands are tackling this issue, along with a balanced view of what’s working with consumers.”

Steve Castledine

Vice President Levi’s Brand & Regional MD

Levi Strauss & Co Asia Pacific

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“Marketing is mission critical information for anyone taking part in or dependent on the marketing mix, either on the client or agency side. Great information, respectable POVs, coverage of movers and shakers – Marketing has it all. And Marketing Daily? It’s my daily fix.”

Joan Deni
Senior VP & Managing Director South Asia
MRM Worldwide

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“Working in the digital realm means I get most of my info online and Marketing Daily is an integral part of that mix - it does a great job of giving me the low-down at the start of every day. The print edition provides features for an in-depth read away from the third screen.”

John Lambie
Regional Digital Creative Director
Bates 141

“As the communications business grows ever more complex and competitive, keeping up with the latest trends, tactics and trailblazing campaigns has never been tougher. Marketing is an invaluable resource which helps me to track what is going on in Asia and around the world and translate that insight into the work we do for our clients.”

Claudia Choi
Group General Manager
EBA Communications

“Marketing fully complements my role as a marketer by giving me fresh new perspectives on what appeals to our consumers today.”

Katherine Ang
Product Manager
Luxasia

“Marketing provides me with concise news stories of what is happening in market place.”

Tong Kai Loong
Head of Marketing Communications
Sony Ericsson Mobile Communications

“As head of regional marketing for MasterCard, my portfolio covers the Asia/Pacific, Middle East & Africa region. Given the diversity of the region, it is crucial for me to keep abreast of the latest marketing trends & industry news. Marketing delivers the most up to date news, information & industry happenings, providing me what I need to stay informed.”

Natalie Lockwood
Group Head Regional Marketing AMEA
MasterCard Worldwide

“Our industry today is moving at a faster pace than say 10-15 years ago especially with the revolution in digital media. In this respect, Marketing is a handy and useful tool to keep abreast of latest happenings and developments in our industry. The articles are newsy, topical and insightful.”

Anthony Kang
President
Dentsu Singapore

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