

## Luxury Society Keynote 2017

### Crossing the Chasm: Bridging the Luxury and Digital Worlds

29 November 2017 | Four Seasons Hotel Shanghai, Puxi

While Western brands have been increasingly successful at appealing to Chinese consumers, many challenges remain in reaching out to this market segment. Over time, whether due to technological advancements or changes in tastes and preferences, chasms have started to form between the luxury world and the growing base of consumers it is trying to reach. How can these gaps be bridged and worlds be brought closer together?

With over 30,000 subscribers, [Luxury Society](#) is the leading B2B luxury publication for industry executives. Following several successful offshoots in various cities around the world (including New York, Paris and London) and a well-received 2016 edition that brought together 120 professionals from over 50 brands, the [Luxury Society Keynote](#) conference returns to Shanghai for the third year in a row. In the 2017 Luxury Society Keynote, we explore some of these growing chasms and how brands can overcome them.

**1:30 – 2:00**      **Registration**

**2:00 – 2:15**      **Opening Address: Welcome to Luxury Society Keynote 2017**

*David Sadigh | CEO and Founder, DLG  
| Publisher, Luxury Society*

**2:15 – 2:40**      **// 1st Chasm: Luxury and Millennials**

According to a study by Bain, Millennials (typically defined as the generation born between the early 1980s and late 1990s) and Generation Z (the post-millennial generation) will account for 45% of the global personal luxury goods market by the year 2025. While that presents great opportunities for brands, challenges abound as Millennials think and shop differently from previous generations. How can luxury brands bridge this gap? //

**2:15 – 2:40**      **Targeting Millennials in China: A Montblanc Case Study**

*Pablo Mauron | Partner and Managing Director China, DLG  
| Associate Publisher, Luxury Society*

**2:40 – 3:40**      **// 2nd Chasm: Technology and Creativity**

Apple founder Steve Jobs once said: “The best way to create value in the 21st century is to connect creativity with technology.” While previously viewed as highly disparate spheres, creativity and technology are increasingly coming together and offering brands better avenues and platforms to reach consumers – such as through artificial intelligence (AI), augmented and virtual reality (AR/VR), HTML 5 campaigns and mini programs. How can brands reap benefits from these two worlds concurrently? //

**2:40 – 3:10**      **New Era Approach to Digital Marketing Transformation Based on User Data Insights**

*Max Ren | Senior Operations Manager, WeChat Advertising, Tencent Social Advertising*

**3:10 – 3:40**      **Reaching Luxury Consumers With Artificial Intelligence (AI)**

*Charly Cai | Senior Key Account Director, Baidu*

**3:40 – 4:10**      **Break**

**4:10 – 4:50**      **// 3rd Chasm: Paid and Earned Media**

In today's highly connected world, consumers have unprecedented access to media and information. While this has undoubtedly broadened their horizons, it has also instilled in them a healthy distrust towards advertising messages – in fact, the 2017 Edelman Trust Barometer study displayed that 65% of consumer trust lies with academics, analysts, journalists, and other experts. How then, should brands leverage both paid and earned media options for maximum impact? //

**4:10 – 4:30**      **Achieving Record Exposure Through Social Media: A Four Seasons Hotels & Resorts Case Study**

*Jocelyn Phi | Vice President, Hotel Marketing, Asia Pacific, Four Seasons Hotels & Resorts*

**4:30 – 4:50**      **Generating Exposure: Opportunities for Luxury Brands**

*Lu Jia | East China Key Account Director, Sina Weibo*

**4:50 – 5:20**      **// 4th Chasm: Acquisition and Retention**

Research has shown that it costs five times as much to acquire a new customer than to retain an existing one. How can brands strike a balance between creating successful campaigns that aid acquisition and retaining existing customers through social CRM programmes and initiatives? //

**4:50 – 5:20**      **Building Awareness and Loyalty Through WeChat**

*Elsa Wang | Head of Communications, Swarovski*

**5:20 – 6:00**      **// 5th Chasm: Visibility and ROI**

As the marketplace for luxury goods grows increasingly saturated, brands are spending more time and effort on boosting visibility through online campaigns and influencer marketing. This, however, does not necessarily translate into offline in-store traffic and tangible returns of investment. How can brands close the gap between the two? //

**5:20 – 5:40**      **Fireside Interview: Turning A Personal Brand Into A Profitable Business**

*Yu Xiao Ge | Founder, iDS Big Eyes (iDS 大眼睛) and iSNOB Casey Hall | Writer, Editor and Author, Women's Wear Daily (WWD)*

**5:40 – 6:00**      **Unlocking the Power of Tmall for Luxury Brands**

*Persephonie Zhu | Luxury Business Solutions Director, Tmall, Alibaba Group*

**6:00 – 6:15**      **Closing**

*David Sadigh | CEO and Founder, DLG  
| Publisher, Luxury Society*

**6:30 – 8:30**      **Cocktail Party**

## **LUXURY SOCIETY: SHAPING THE FUTURE OF LUXURY**

With over 30,000 subscribers, [Luxury Society](#) is the leading B2B luxury publication for industry executives. It offers a global perspective on all things luxury with studies and features by in-house experts at [DLG](#); curated news articles from leading media outlets; as well as in-depth interviews with business leaders.

Luxury Society is a division of DLG, an integrated marketing agency that provides a diverse range of *digital services for luxury brands*.