

AdAsia 2015 TAIPEI

NOV 22 / NOV 25

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Clouidea

MARKETING X DIGITAL X LIFESTYLE = THE FUTURE OF CLOUD IDEAS

Asia's Leading Advertising Congress in Taipei under the Theme of "Clouidea" (Cloud Idea)

As cloud technology continues to advance, the world is going through an unprecedented change, making big impact on marketing, communication and creativity. "Clouidea", the theme of AdAsia 2015 Taipei, aims at exploring how computing technology has pushed the boundaries of creativity in all kinds of communication platforms!

AdAsia Links with TEDxTaipei and Inspires with 30 Global Pioneer Speakers

The three days AdAsia 2015 Taipei Congress invites over 30 pioneer speakers around the world to meet more than 1,200 delegates from all over Asia. The speeches cover areas of Advertising/ Marketing/ Digital/ Social Media/ Fives Senses/ Lifestyle. Through the collaboration with TEDxTaipei, AdAsia 2015 Taipei truly demonstrates there is no limit for advertising in the crossover of creativity and technology. Come and enjoy this crossover experience!



Marriott Hotel
Taipei Dazhi

Advertising/Marketing



Tom Doctoroff
CEO
JWT AP



Chris Reitermann
President
O&M AP



Charles Cadell
President
McCann Worldgroup AP



Piyush Pandey
Executive Chairman & Creative Director,
O&M South Asia



Edward Pank
MD
WARC AP



Shakir Moin
VP & Chief Marketing Officer,
Coca-Cola Greater China and Korea Business Unit



Takuma Takasaki
ECD, Dentsu / CD, 2020 Olympics & Paralympic Games



Kazuhiro Suda
ECD
Hakuhodo Inc.

Digital/Social Media



Dan Neary
VP
Facebook AP



Jean Lin
CEO
Isobar Global



Erik Hallander
Regional Director,
Mobile & Innovation,
Isobar Asia-Pacific



Maurice Li
President / CEO
Stay and Wander



Victor Wu
CEO
Vpon



Bessie Lee
CEO
WPP China



Yasuyoshi Yanagisawa
CEO
F@N Communications, Inc



Ashutosh Srivastava
Chairman & CEO,
Emerging Markets,
Mindshare APAC & Global



Lee Smith
CEO
Annalect APAC



Clay Schouest
Regional Strategy Leader,
Carat APAC



Bernie Tsai
Founder & CEO,
AOPEN

Inspiration from Five Senses TEDxTaipei



Stefen Chow
Photographer



Jesko von den Steinen
Artist



Yen-Ling Kang
Designer



Chung-Han Yao
Light and Sound Designer



Adrian David Cheok
Founder & Director, Mixed Reality Lab

MOBILE



MOBILE CREATIVITY: 10 STEPS TO CREATING RESPONSIVE MOBILE COMMUNICATIONS

Warc shares ten steps to creating responsive mobile communications, which is imperative for brands as consumers spend so much time on mobile.

[Click to see more >>](#)

NEUROMARKETING



WARC WEBINAR: NEUROMARKETING – LATEST THINKING ON IMPLICIT TESTING

The second in a three-part series of neuromarketing webinars on implicit response and association testing, this time we look at the very latest thinking on implicit testing and the refinement of the related techniques. Includes client-side case studies and best practice as presented by industry experts **Thom Noble, Aaron Reid, Rafal Ohme, Cristina De Balanzo** and **Daven Kumar**.

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