

## ADASIA 2015



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## MARKETING



### SHOPPER MARKETING: THE NEW TECHNOLOGY IN SHOPPER MARKETING

During the busiest time of the year, we profile the various marketing techniques, including Augmented Reality and Facial Recognition, that can be used to investigate and influence in-store purchase decisions.

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## TOOLKIT



### WARC TOOLKIT SUMMARY 2016

(In association with Deloitte Digital)

Warc's Toolkit 2016 is a guide to six key challenges for brands in the coming year. It draws on the latest thinking, research, and examples of best practice to show how the world's smartest brands are rising to the challenge. The executive summary suggests six questions for marketers in 2016:

1. What 'moments' are you targeting?
2. What skills do you need in-house to blend data with creativity?
3. Do you need a connection strategy?
4. Is your digital investment being wasted?
5. Are you using video effectively?
6. Do you need a strategy for Gen Z?

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