ASIA PACIFIC 2020
D.R.I.V.E
New Delhi 29-31 March

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THE ARTIFICIAL INTELLIGENCE DRIVE

Client topic
A Human-Insights Professional in the World of A.I
Remaining true to an insights-led thinking to help navigate the new A.I reality
Ramanathan Vythilingam, Unilever Asia, Singapore

Industry challenge
Can AI Bring Better Insight than Humans?
A comparison of insights from human versus AI work
Kenichiro Sato, Twitter, Japan
Yohei Takeshita, Twitter, Japan
Toshimitsu Sekii, Kantar, Japan

ESOMAR TECHNOLOGY AWARD WINNER
Are you ready to meet EVE?
Using conversational AI to deliver consumer insights
Garreth Chandler, The Evolved Group, Australia

Methodological innovation
The New Face of Customer Experience
How AI is driving customer engagement and experience?
Rajiv Lamba, Neurosensum International, Singapore

Case Study
Redefining Data
Unlocking the non-conscious mind for ACUVUE
Gigi Leung, Johnson & Johnson Vision, Japan
Daphne Mavroudi-Chocholi, machineVantage, Japan
Vanessa Oshima, machineVantage, Japan

Industry challenge
Giving Voice to the Voiceless
Conducting research with the disempowered through AI-powered voice survey technology
Jonathan Prosser, Telstra, Australia
Violet Lazarevic, Telstra, Australia
Anne-Marie Moir, Lewers, Australia

Industry challenge
Driving consumers’ brand perception and engagement
A large-scale meta-analysis of video ads using Google machine learning x human coding.
Minh Nguyen, Google, Japan

Industry challenge
A Human-Insights Professional in the World of A.I
Remaining true to an insights-led thinking to help navigate the new A.I reality
Ramanathan Vythilingam, Unilever Asia, Singapore
Methodological Innovation

**Computing the Crystal Ball**

Understanding current trends and predicting trends before they occur

Ritika Sinha, Unilever, India
Chandan Agarwal, Unilever, India
Barnava Nandi, Unilever, India

**Integrated Pricing Strategy**

Driving short and long term competitive advantage

Arvind Sainath, Diageo, India

Methodological Innovation

**Brand Track with a Flip**

Combining passive data and implicit association testing for a behavior led, action oriented strategy

Rahul Padia, Flipkart Internet, India
Priyanka Jain, Flipkart Internet, India
Priyanka Bhargav, Flipkart Internet, India

**YOUNG ESOMAR SOCIETY YES AWARD**

Are you 30 or younger? With NEW ideas to share, IMPRESSIVE work to show off and/or EXCITING innovations in the mix?! Why not pitch your idea for the YES Award at Asia Pacific 2020?

Submit your 60 second video pitch here
The drive to create a better world

Case study
Purpose in Asia
What matters to consumers, and why it matters for brands

Vanessa Gibbons, Hilton, Singapore
Rebecca Southern, Kantar, Australia
Anne Rayner, Kantar, Singapore

Methodological innovation
Research in the Wake of Tragedy
When qualitative research became “Emotion Work”

Ramani Samarasundera, Hemas Marketing, Sri Lanka
Fiona Juriansz Munasinghe, Hemas Marketing, Sri Lanka
Sandeep Dutta, Kantar, Sri Lanka
Anjani Athukorala, Kantar, Sri Lanka

Case study
Next Gen Insight Professionals Lead the Way
How students from the University of Auckland make a difference for not-for-profit organisations

Geoff Lowe, Infotools, New Zealand
Horst Feldhaeuser, Infotools, New Zealand

Thought leadership / Call-to-action
Sustainability: Doomed If You Do, Doomed If You Don’t
Packaging insights for a 3-way win; consumers, brand and planet

Maitreyee Patki, Brandscapes
Worldwide Consultancy, Singapore
Jayanth Narasimha, Brandscapes
Worldwide Consultancy, Singapore

Qualitative Inspiration
When Focus Blurs Vision
Resisting the temptation of being too purposive

Sharmila Das, Purple Audacity
Research & Innovation, India
Nandita Singh, Purple Audacity
Research & Innovation, India
WHAT DRIVES THE SHOPPER?

Methodological innovation
Role of Google in Mobile Path to Purchase
Using passive data to measure the pre-purchase and purchase behaviour of both online and offline mobile phone buyers
Abhishek Saigal, Google, India
Prithvi Raj, Nielsen, India

Methodological innovation
Designing Innovations Differently
Design and forecasting for an exclusive e-commerce launch of a new brand
Arindam Som, GlaxoSmithKline Consumer Healthcare, India

Methodological Innovation
Solving the Paradoxes of the Mobile-first World!
Leveraging micro-segmentation for hyper personalised marketing
Ashwini Bagkar, Swiggy, India
Umesh Krishna, Swiggy, India
Abhinav Mohan, InMobi, India
Somdip Maity, InMobi, India

Methodological innovation
Designing Innovations Differently
Learn how to boost your growth IQ
Kristin Luck, ScaleHouse, USA

MASTERCLASSES – HOW TO DRIVE GROWTH

Qualitative inspiration
Anecdotal evidence for CX/UX
When listening to small data in India gave a double digit Million$ win Worldwide to Amazon
Neha Arora, Amazon, India
Sonia Pail, Karvy Insights, India

10 Things You Need to Know
The global & regional trends shaping market research
Ray Poynter, Potentiate, UK