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News & Events

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Building a brand when all around you are losing theirs

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With the myriad marketing channels available now, the marketing landscape has never been so complex.

At the inaugural Mumbrella Asia Finance Marketing Summit, Nanyang Business School's Assistant Professor Mansur Khamitov and fellow panellists – David Mayo, Chief Growth Officer, GetCraft, Nils Michaelis, Singapore Managing Director, Accenture Digital, Darren Woolley, Founder and Global CEO, TrinityP3 Global Marketing Management Consultants as well as Angela Clowry, APAC Financial Services Brand, Marketing and Communications Director, EY – shared insights on how companies can reach their target audience and build a successful brand.

The session was moderated by Sara Velezmoro, Head of Marketing and Partnerships, DealStreetAsia.

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The Finance Marketing Summit was a platform for finance marketers, agencies and industry experts to discuss marketing challenges, trends, pain points and opportunities within the finance space. Other topics discussed at the one-day conference included an examination of why financial institutions fail to

use customer data to provide personalised marketing, marketing to millennials, as well as understanding the customer journey.

"I thoroughly enjoyed our panel discussion on brand building in an ever-changing marketing landscape. No brand is immune to market headwinds and this is further exacerbated by today's climate of economic uncertainty and slow growth. This is why I found our exchange of ideas on the future of finance brands and brand-building in the digital world particularly intellectually stimulating," shared Asst Prof Khamitov.

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