

Editorial Desk

The Digi Asia went off very well in Taipei. Our hosts were their normal courteous and efficient selves. I thank them for being good friends.

This issue also deals with the presentation of the inaugural Brilliance Awards. The online presentation went off without a glitch.

Congratulations are in order for Chairman Swamy on being the recipient of the highest honour the Global IAA can confer on an individual. Sir, you make us proud.

And as the year draws to an end, I wish each and every one a wonderful year ahead.

And a heads-up that the AdAsia 2025 is in November in Macau. Let's all get together and make it a resounding success.

Ramesh Narayan



2024 DigiAsia Taipei

Sixth DigiAsia!



Wayne Chiang, the Mayor of Taipei, was delighted to host the sixth DigiAsia event that has now become a grand biannual digital technology event. **The theme for DigiAsia 2024, "AI4U ", explored the transformative role of generative AI in the digital creative industry.**

“AI's general-purpose nature makes it an invaluable asset to the digital creative industry, driving both economic and cultural dividends. Its universal value is in its power to catalyze innovation across various domains, levelling the playing field for all” exclaimed Wayne Chiang.

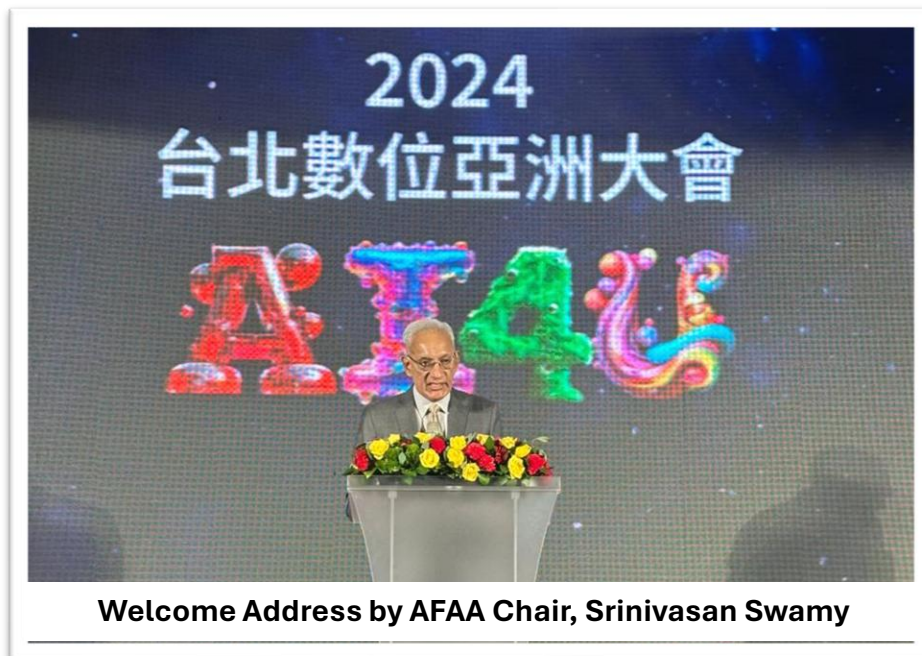


“To some of us, AI is still a new tool” - Srinivasan Swamy

“To some of us, AI is still a new tool. We are trying to figure out what it can do to our business of advertising and marketing.

But do you know that in such a short time, the tool has already made its mark on several fundamental things that we now take for granted? It has emerged as a useful tool that enhances efficiency, personalization, and effectiveness. Let me give you ten examples as thought starters:

1. **Personalization:** Let me start with a personal example. We have a company in data analytics called Hansa Customer Equity. Here we use AI algorithms to analyze consumer data and create personalized marketing messages and product recommendations. This increases engagement with our clients’ customers due to tailored content, based on their preferences and behaviors.



2. **Predictive Analytics:** AI is very useful to predict future trends and consumer behaviors by analyzing past data. This helps marketers make informed decisions about product launches, marketing strategies, and inventory management. Recently I was involved in a campaign development for a healthcare client who was launching an AI-based diagnostic testing. The promise was that through AI, we could predict the kind of ailment the customer could get and then prevent that from occurring. The movie Terminator comes to my mind where the mother was protected by an extra-terrestrial person from being eliminated. That was fiction becoming a reality in our own time.



3. **Customer Segmentation:** Another obvious use is that the AI can segment customers, based on various factors such as demographics, purchase history, and online behavior. This allows marketers to target specific groups with tailored messages, improving the efficiency of marketing campaigns.

4. **Chatbots and Customer Service:** This has been in use for some years now. AI-powered chatbots provide instant customer service and support, handling inquiries, and resolving issues without human intervention. This improves customer satisfaction and frees up human agents for more complex tasks.

5. **Content Creation:** AI tools can generate content such as social media posts, blog articles, and ad copy. This speeds up the content creation process and ensures a consistent brand voice. However, one should be wary of IPR issues since AI uses content that is already available in the public domain to create content.

6. **Ad Optimization:** Another interesting use is that AI can optimize ad campaigns in real-time, by adjusting for specific demographic and psychographic target audiences. This is true for both creative development and media plans. This maximizes ROI and ensures that ads reach the right audience at the right time.

7. **Image and Voice Recognition:** I recently heard that AI technologies such as image and voice recognition can be used to create more engaging and interactive ads. For instance, visual search allows consumers to find similar products by uploading images, while voice-activated ads can engage users in new ways.



8. **Sentiment Analysis:** Another interesting use is that AI can analyze social media and other online content to gauge public sentiment, about a brand or product. This provides valuable insights for reputation management which could lead to launching new campaigns to address concerns.

9. **Email Marketing:** Another great use of AI is that it can optimize email marketing campaigns by determining the best times to send emails, segmenting recipients, and personalizing content, to increase open and click-through rates.

10. **Marketing Automation:** This one is commonly used. AI-powered marketing automation tools streamline repetitive tasks such as email campaigns, social media posting, and ad management, allowing marketers to focus on strategy and creative work.

Overall, AI enhances the ability of marketers to understand and engage with their audience, optimize campaigns, and achieve better results.

I am sure that over the next couple of days, many of these aspects will be dealt with in greater detail. Like many of you, I am here to learn as much as possible from the expert lineup of speakers and interactions with many of you.”



Robin Lu, Chairman DigiAsia, with Srinivasan Swamy, Chairman AFAA

20 TAKEAWAYS

Endorsed by the Asian Federation of Advertising Associations (AFAA) and spearheaded by the Taipei Association of Advertising Agencies (TAAA), the four-day event featured over 20 keynote speeches discussing the transformative role of AI.



AI Technology for Business



“AI's current role may seem subtle, but its impact is profound. Meta's commitment to responsible and scalable AI development paves the way for businesses to incorporate AI into their operations smoothly.”

Yannick Mahé, Head of Business Engineering-Greater China Region, Meta

Generative AI and LY Corporation's Vision: Striving for Wow! Moments Every Day

“As AI continues to advance LY Corporation's commitment to ethical, data-driven practices will be crucial in shaping its leadership and success.”

Gen Miyazawa, Senior General Manager, Generative AI Group, LY Corporation, Executive Corporate Officer



AI and Creativity-Harnessing: Transforming Creative Development in Advertising



“While AI is transforming the creative industry, it is important to balance innovation with authenticity, ensuring that the human touch is not entirely lost.”

Roger Li, Yahoo, Senior Director, Yahoo Creative APAC



Leveraging AI to Enhance Marketing Impact



“Microsoft's AI solutions, particularly Microsoft Copilot are reshaping marketing strategies by enhancing efficiency, streamlining operations, and improving customer personalization.”

Flora Chen, SE&O/CSU Lead, Microsoft Taiwan

Generative AI in 2024 -Where Are We and What's Next?



“Tools and technologies are already revolutionizing how businesses and creators approach content generation. AI will continue to evolve. Staying informed will be the key to leveraging this technology effectively.”

Andreas Schallwig, Mars Holding Co., Ltd, Chief Digital Innovation Officer



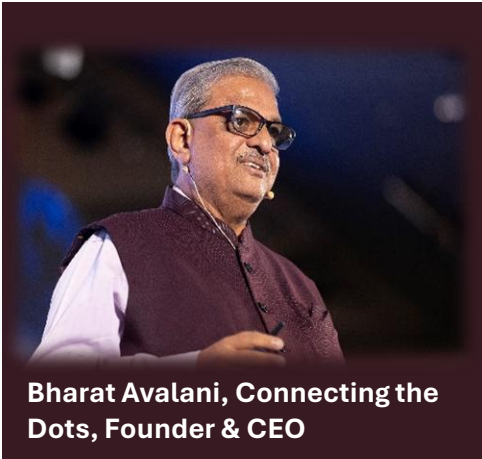
The Inmates Are Running the Asylum: A Commentary on the State of AI in 2024



Ashwini Asokan, CEO, Mad Street Den

“AI is not just a technological shift it’s a fundamental change in how businesses operate. Companies should focus on the use of their historical data to create personalized, impactful solutions that competitors cannot replicate. The time to act is Now.”

Digitize to Humanize



Bharat Avalani, Connecting the Dots, Founder & CEO

“Businesses can embrace technology while staying grounded in human connection through the power of storytelling. By combining the efficiency of AI with the emotional impact of storytelling, businesses can build trust, foster genuine connections, and create lasting impressions with their audiences.”



The Evolution and Differences Between Traditional Agencies and New Media Agencies



Yong-Tae Alex Kim, The SMC Group, Founder & CEO

“By embracing new platforms and innovative technologies, agencies can capitalize on emerging opportunities, enhance audience engagement, and ultimately drive revenue growth. Adaptability, creativity, and personalization will be key transformative driving factors.”



PANEL DISCUSSION (I)

Riding the Wave of Large Language Models: How Industry and Academia Can Navigate Together

Moderator: Lun-wei Ku, Research Fellow, Academia Sinica

Panelists:

Wen-Huang Cheng, Professor of Computer Science and Information Engineering, National Taiwan University

Frank Wang, Director of Deep Learning and Computer Vision, Nvidia

Dr. Kai Hua, Chief Technology Officer, Microsoft Taiwan

The panel discussion explored the rapid evolution and transformative potential of Large Language Models (LLMs) in artificial intelligence.

Highlights:

- How LLMs are revolutionizing various sectors by enabling advanced capabilities in text, image, and multi-modal processing.
- The necessity of collaboration between academia and industry to leverage foundational research for practical applications.
- Addressing challenges such as resource management and ethical concerns like data privacy and misinformation.
- Making AI decisions more transparent and understandable.

Beyond Vision and Language: Recent Advances in Multimodal LLM



Frank Wang, Director of Deep Learning and Computer Vision, Nvidia

“Human expertise remains vital in refining and improving AI outputs. The future of AI lies in responsible development, ensuring that models are reliable, transparent, and ethically sound.”



A Combination of Data and Creativity Serves as a Paintbrush to Draw New Experience



Naoki Tanaka, Dentsu, Chief Creative Officer, Dentsu Lab

“By embracing playfulness and imperfection, we can push the boundaries of what’s possible and create solutions that move people, improve society, and redefine industries. Without a sense of enjoyment and experimentation, innovation becomes rigid and unsustainable.”

AI–Beyond the Hype



**Christopher Brewer, President,
Ogilvy Consulting Asia**

“Predictive AI is the primary driver of business growth. A realistic approach to AI, coupled with the need for robust cybersecurity measures to counteract its potential misuse, serves as a vital reminder for organizations to prioritize responsible AI solutions.”



The Future of Marketing with Generative AI



**Bharat Khatri, Chief Digital Officer,
Omnicom Media Group, APAC**

“Generative AI is reshaping the marketing landscape, from content creation to consumer engagement. By accepting these advancements, marketers can enhance their efficiency and creativity.”

Future of Advertising: AI & Personalization

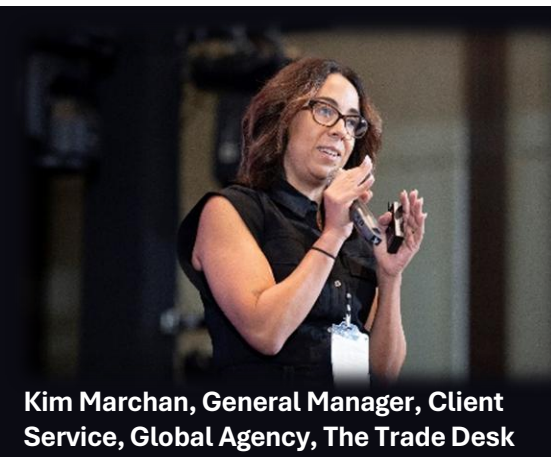


Ayush Agrawal, Partner, Addressable Content, Wavemaker-GroupM

“Personalization driven by AI is reshaping the industry. However, the integration of AI also requires careful curation and adherence to brand guidelines to maintain consistency and authenticity.”



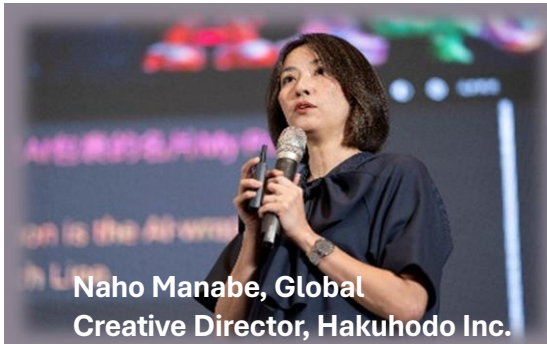
Step into the Future of Media Buying: Where AI and Humans Collaborate



Kim Marchan, General Manager, Client Service, Global Agency, The Trade Desk

“Artificial Intelligence (AI) and human collaboration are transforming media buying. As the media landscape continues to evolve, the collaboration between AI and humans will be paramount, ensuring that campaigns are not only data-driven but also aligned with strategic business objectives.”

Enhancing Creativity with AI: Transforming Data into More Engaging Creations



Naho Manabe, Global
Creative Director, Hakuodo Inc.

“AI is enhancing not replacing human creativity. AI can push the boundaries of creativity and business, allowing for more engaging, personalized, and efficient content creation.”



Brand Development and Practical Strategies for Electric Vehicles



Li Changyi, President, Vincennes
Mekia

“There is an imminent need for powerful software and hardware backup in the development of electric vehicles. We must reshuffle our cards to keep ahead of the growing trend.”

The Democratization of AI



Yves Huang, CEO, cacaFly

“As AI continues to evolve into an essential utility akin to electricity, the importance of collaboration, continuous learning, and the development of ethical frameworks will be crucial in shaping a future where AI serves to enhance creativity, efficiency, and social good.”



Productivity & Innovation–MediaTek DaVinci GenAI Platform



“The DaVinci GenAI Platform, with its suite of intelligent assistants and robust AI-driven tools, has enabled MediaTek to enhance productivity, reduce operational costs, and improve decision-making across the company.”

Ye Jiashun, Head of AI & Data Engineering Division, MediaTek Inc.

PANEL DISCUSSION (II)

AI in Every Industry: Transforming Advertising and Consumer Behaviour



Moderator: Richie Tsai, Provost, Taiwan AI Academy

Panelists:

Jason Yeh, Head of AI & Data Engineering Division, MediaTek Inc.

Willie Wang, Founder, eLAND Information Co., Ltd.

Shawn Chen, Alliance & Channels Director, Oracle Taiwan

Roan Kang, Azure GTM Leader, Microsoft Asia

The panel discussed AI's role as a critical enabler, enhancing productivity, efficiency, and decision-making in businesses.

Highlights:

- Integration of AI in advertising
- The automation of data management systems
- Allowing for more personalized and targeted strategies
- Significance of AI in creating engaging content
- Ethical AI practices to ensure responsible usage

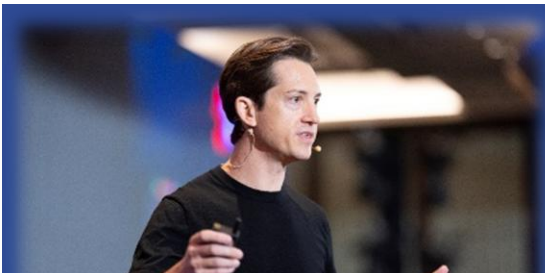
Generative AI: From Buzzword to Business Value



“By enhancing strategies, personalizing content, and streamlining operations, businesses can optimize their processes and gain a competitive edge.”

**Julien Go, Google, JAPAC
GenAI Sales Specialist**

Brand ReCode: Genuine Connection in the Era of Artificial Intelligence



**Dan Epstein, Head of Creative Production,
APAC, CNN International Commercial**

“As AI helps to streamline and create efficiencies for content creation, stories with high authenticity are going to create more connections.”

Ethics -Driven AI Innovation



“Exploring the ethical aspects of AI is just as important as the technological progress it brings. With power comes responsibility”

The implementation of AI in Marketing



DigiAsia Mission

To create the world's largest digital creative innovation platform that serves as a bridge between the digital industries of Asia and the world.



Thanks to Iris Yim, Principal & Chief Strategist, Sparkle Insights for Speaker Notes.

AFAA leadership praises Taiwan's contributions at DigiAsia Taipei 2024.



Srinivasan Swamy, Chairman AFAA (L), Ramesh Narayan (R)

Taiwan News sat down with AFAA Chair, **Srinivasan Swamy**, and AFAA Director of Strategy, **Ramesh Narayan**, to discuss the Association's role in Taiwan and marketing trends. Swamy explained, "AFAA is an association of associations. AFAA tries to understand new trends in the field and lobby on behalf of its members." Regarding Taiwan's importance to AFAA, Swamy said, "Taiwan was a founding member, with the first AdAsia held in 2001 in Taipei." He praised Taiwan's strong legal system and said it was suitable to lead DigiAsia.

Narayan echoed Swamy's remarks, saying, "Taiwanese are enthusiastic and hardworking. Taiwan has been a good friend after all these years."

Speaking about AI, Swamy said Taiwan was "a kind of digital capital of the world" and a leader in AI. He praised Taiwan's marketing talent and understanding of digital concepts.

Looking forward, Narayan said he would like to see Taiwan implement ethical practices for AI in the education system and emphasize personal privacy and authentication for AI-generated content.

45th IAA World Congress 2024

The theme “RECODE” aimed to reflect the essence of the congress, which focuses on re-coding best practices, re-imagining brands, and redefining the world for a better future.

The 45th IAA World Congress in Penang brought together a diverse and impressive group of attendees, with 1,036 delegates from 35 countries. This included over 400 international delegates, more than 600 Malaysian participants, and over 70 international and local speakers.



The Congress unfolded over three days each with a distinct theme. The opening day began with a UN perspective on “Re-code: Sustainability - A Recipe for Brand and Business Success.” Attendees explored the shift from a circular to a regenerative economy and examined how brands, businesses, and marketing can leverage sustainability efforts for positive societal impact. Day two focused on “Creativity with Tech for Better Life,” with sessions exploring the art of integrating technology into the creative process to drive brand and business evolution. The final day celebrated inclusivity beyond diversity. Sessions addressed how innovation and tech can advance gender equality and inclusivity in business.

IAA 45th World Congress

Some Key Highlights:

The emerging field of Generative AI and its potential to reshape marketing.

Caroline Yap, Google Cloud's Global Managing Director of AI Business & Applied Engineering, drew attention to how AI can automate tasks, generate creative content, and unlock valuable customer insights.

Artificial Intelligence in Healthcare: Changing the Cancer Care Continuum Towards a Better Life.

Dr. Kieran Chacko's discussion on the transformative impact of AI in healthcare, with its potential to benefit individuals, healthcare systems, and society at large, earned significant acclaim.



Prof. John Doody Chacko, Chairman - 45th IAA World Congress and President - IAA Malaysia.

The Great AI Debate: Betterment vs Threat.

This session examined both the opportunities and concerns surrounding AI's rapid development. Moderated by Milan Agnihotri from Client Partner, Dentsu Malaysia, the debate featured a diverse panel discussing AI's impact on everything from job displacement to healthcare advancements.

IAA Golden Compass Award

Srinivasan Swamy, currently serving as the chairman and managing director of RK Swamy Ltd, was honoured at the 45th IAA World Congress in Penang, Malaysia.

Governor Tun Ahmad Fuzi Abdul Razak presented him with the esteemed **IAA Golden Compass Award**, recognizing his significant contributions to global marketing, advertising, and media. This accolade marks an important milestone in his illustrious career.



A symbol of excellence and innovation in the industry, Swamy is the **first Indian industry leader** to receive this prestigious honour. Previous recipients include renowned figures such as Shelly Lazarus, Paul Polman, and Andrew Robertson.

Swamy has played a pivotal role in shaping the landscape of the marketing services industry for over two decades. His visionary leadership and unwavering commitment to excellence serve as a continuous source of inspiration.



Real work that has been created is always based on an elaborate client's brief and the work is eventually released after a carefully crafted media plan.



SUCH WORK DESERVES A SPECIAL AWARD.

Awards are for the top 10 advertised categories in Asia - brilliant work done and nominated by Advertising Agencies / Brands in the industry.

- Automotives & Accessories
- Banking Insurance & Finance
- Consumer Durables & Consumer Electronics
- Food & Beverages
- E-commerce & Online services
- Fashion & Personal Care
- Pharma, Hygiene & Wellness
- Real Estate & Furnishing
- Telecom & Technology
- Travel, Tourism & Hospitality

Brilliance Award Winners

Category: Automotives & Accessories

Brand: HD Hyundai Infracore

Title: My Baby Scooper, Deval



Category: Banking Insurance & Finance

Brand: State Bank Of Pakistan

Title: Asaan Mobile Account



Brilliance Award Winners

Category: Consumer Durables & Consumer Electronics

Brand: Samyangfoods

Title: Samyang Ramen High-Pressure Washer

Category: Food & Beverages

Samyangfoods

Samyang Ramen High-Pressure Washer



Category: Food & Beverages

Brand: PEPERO

Title: PLAY - SHARE - PEPERO

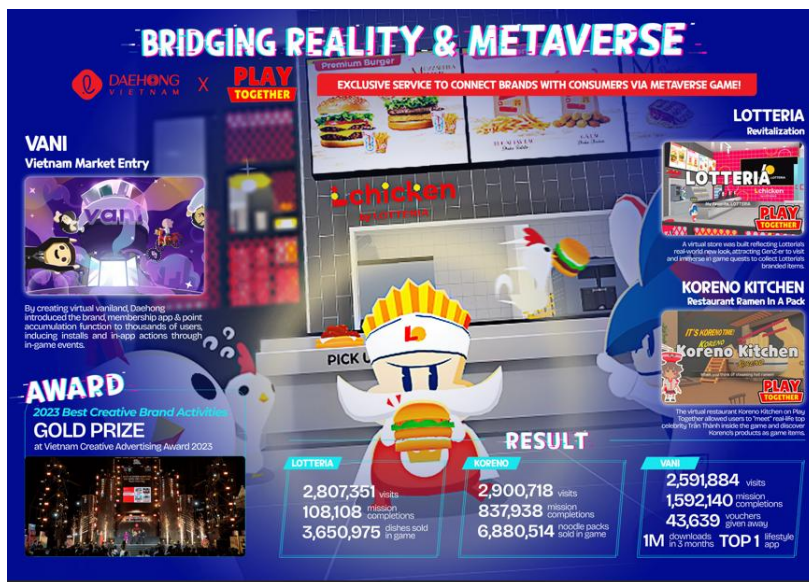


Brilliance Award Winners

Category: E-commerce & Online services

Brand: Play Together

Title: Bridging reality and Metaverse Exclusive Service to connect brands with consumers via Metaverse game!



Category: Fashion & Personal Care

Brand: Columbia Sportswear Korea

Title: The Weather



Brilliance Award Winners

Category: Pharma, Hygiene & Wellness

Brand: Ryeo-won-dam

Title: Proceed! Ryeo-won-dam



Category: Real Estate & Furnishing

Brand: MODERN HOUSE

Title: Modern House, where Christmas arrives first.



Brilliance Award Winners

Category: Telecom & Technology

Brand: Apple

ETA – NewJeans



Category: Travel, Tourism & Hospitality

Brand: Lotte World

Title: Lotte World Aquarium Hanoi Launching Campaign



Fresh Town



Beach Walk



Sea Adventure



Ocean Square

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ADVERTISING ASSOCIATIONS

Merry
Christmas
and Happy
New Year

