



## ADASIA 2015 22-25 NOVEMBER 2015 TAIPEI MARRIOTT HOTEL

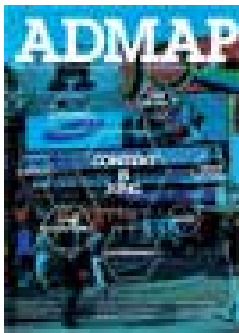
This year's theme, "Clouidea," aims to discuss the impact of cloud technology on marketing, culture, creativity, and brand communication.

FEATURING:

**Line CEO – Takeshi Idezawa, Coca-Cola's CMO (China) – Shakir Moin, 2020 Tokyo Olympics Curator – Takuma Takasaki, and O&M AP Vice Chairman – Piyush Pandey!**

STAY TUNED: REGISTRATION STARTS JULY!

### MEDIA



#### THE ANTHROPOLOGY OF CONTEXTUAL MEDIA PLANNING

This article outlines five lessons from the anthropology of human behaviour that could help media planners find the most effective context for their advertising solutions.

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### CONSUMERS



#### WARC WEBINAR: INTRODUCTION TO ASIAN CONSUMERS

This Warc Webinar introduces some of the key differences between Asian consumers, while examining what impact some of the major economic transitions are having on societal trends, family values and expectations across different Asian countries.

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Official Website: <http://www.afaaglobal.org>  
Contact: [afaa@macomm.com.my](mailto:afaa@macomm.com.my)



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