



Philippine Association of
National Advertisers

BUILDING BRANDS RESPONSIBLY AND CREATIVELY



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MARKETER

See Your Advantage.

Accelerating Marketing ROI: Transforming Creative, Media, and CRM Through AI

**August 28, 2025 - 9AM to 5PM
at the Makati Diamond Residences**

ACCELERATING MARKETING ROI

Transforming Creative, Media, and CRM Through AI

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9:00 AM to 5:00 PM

Makati Diamond Residences

Brand Masters Collab (BMC) is the premier gathering of global thought leaders and interdisciplinary experts, set to transform the future of brand building in the Philippines. With a sharp focus on holistic brand growth, BMC is where bold ideas spark, collaborations thrive, and sustainable success begins.

Join us in this year's BMC as we are proud to lead the conversation on "**Accelerating Marketing ROI**," driving the future of advertising in an ever-evolving market, and bring together international keynote speaker and the nation's leading thought leaders.

THIS PROGRAM IS FOR

- **C-level marketing, digital, and growth executives** focused on delivering measurable business results through AI-driven strategies in media, creative, and CRM.
- **Senior professionals in multinational and mid-sized organizations** aiming to take a more strategic leadership role in transforming their marketing operations, optimizing performance, and scaling content and engagement through automation and AI.
- **Entrepreneurs and business owners** who want to explore how to apply AI tools to enhance marketing efficiency, improve targeting, and streamline content production while driving sustainable growth.

WHAT WILL YOU GET

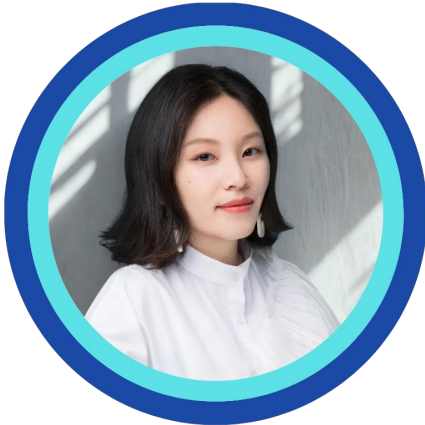
- Six (6) action-packed and insightful sessions featuring renowned local and international speakers who are experts in their respective fields.
- Fun and insightful workshops where you can "get your hands dirty" and apply what you learned from our speakers. By the end of the program, you can apply what you did in the workshop back in the office.
- Meet and network with like-minded professionals in the event. There will be a dedicated networking session so you can go about and explore.

START	END	DUR	FORMAT	TOPIC / ACTIVITY	DISCUSSION POINTS
8:30 AM	9:00 AM	30		Registration Opens	
9:00 AM	9:20 AM	20		Welcome Remarks c/o Host	
9:20 AM	9:30 AM	10		Welcome Address by PANA President	
9:30 AM	10:20 AM	50	Keynote	<p>The New Growth Formula: Creativity + Data + AI = Results Positions AI not just as automation, but as a multiplier for creative and strategic thinking—great for energizing both creative and data-driven attendees. Emphasizes collaboration, not replacement.</p> <p>Keynote by Mimi Lu Head of Strategy, APAC dentsu Media (Singapore)</p>	<ol style="list-style-type: none"> 1. How do we redefine the role of creativity when AI is able to scale production at speed, and how do we ensure it still resonates emotionally? 2. If AI reduces the constraints of time, cost, and production, what now becomes the real limiter of creative impact? 3. What is the role of AI in creating authentic, culturally relevant media experiences that connect with consumers in a meaningful way? 4. How can AI help shape brand experiences that evolve with the consumer journey, moving us away from static, one-dimensional media to truly immersive experiences?
10:20 AM	10:30 AM	10		BREAK	
10:30 AM	11:15 AM	45	Talk	<p>AI and the Big Idea: How to Evaluate AI Enabled Creative Strategies Empowering Brands to Evaluate Creative Strategy with Insight and Intelligence</p> <p>Segment by Thomas Kim Chief Creative Officer Paulus (South Korea)</p>	<ol style="list-style-type: none"> 1. How do we distinguish between AI-generated iterations that reveal meaningful creative insight or just permutations without perspective or insight? 2. As AI informs more of our creative development, what new criteria must we define to evaluate creative fit to include intent, relevance, and contextual resonance and goes beyond just brand consistency? 3. What new forms of measurement are needed to assess how AI-informed creative strategies influence brand perception and emotional connection? 4. How can we leverage AI to test and iterate on creative assets quickly, while ensuring each iteration brings more value to the brand's narrative? 5. Could you share some of the most effective AI prompts you have used, along with key watchouts or common pitfalls to keep in mind when crafting or refining AI prompts to maximize their impact?

START	END	DUR	FORMAT	TOPIC / ACTIVITY	DISCUSSION POINTS
11:15 AM	11:45 AM	30	Talk	<p>Rethinking Media: AI's Influence on Audience and Experience <i>How AI is Reshaping How Brands Look at Media</i></p>	<ol style="list-style-type: none"> 1. How AI is reshaping media in terms of understanding audiences and targeting? 2. How AI is changing media in terms of creating experiences that are meaningful and relevant? 3. How can AI help us uncover deeper insights about consumer behavior and ensure our media experiences evolve alongside changing consumer expectations and cultural trends? 4. With AI automating many media functions, what new capabilities and roles should brands expect from their agency partners to maintain competitive advantage? 5. What are some examples of effective AI prompts used in the changing media landscape?
11:45 AM	12:00 PM	15	Activity	<p>Activity: Rethink, Refocus, Reframe: Creative and Media As the CMO of if you were to present things to your CMO, what would be the top 3-5 things you would want to rethink about how you evaluate creative and media strategies?</p>	
12:00 PM	1:00 PM	60		LUNCH BREAK	
1:00 PM	1:10 PM	10		Recap of AM talks, transition to PM talks	
1:10 PM	1:25 PM	15		Group Presentation	
1:25 PM	2:05 PM	40	Talk	<p>Smarter, Leaner, Faster: Winning the ROI Game in the Age of AI <i>Discusses efficiency and performance payoff of AI. This is powerful for marketers under pressure to do more with less, showing how AI enables high-impact execution without ballooning costs.</i></p> <p>Segment by Justin James Co Founder (CTO & Head of Innovation) Agencio (Singapore)</p>	<ol style="list-style-type: none"> 1. How can AI transform cost-efficiency into a competitive advantage 2. How should brands rethink investment, capability building, and performance KPIs in light of AI's impact on growth?

START	END	DUR	FORMAT	TOPIC / ACTIVITY	DISCUSSION POINTS
2:05 PM	2:45 PM	40	Talk	<p>Strategic Cross-platform Measurement Leveraging AI Across Channels for Smarter ROI</p> <p>Segment by Crisela Magpayo-Cervantes Chief Executive Officer WPP Media (Manila)</p>	<ol style="list-style-type: none"> 1. What new KPIs should we adopt to measure the true impact of our brand across diverse platforms, particularly in terms of engagement and brand perception? 2. How does AI shift the way we evaluate ROI across offline and online channels, helping us measure the combined impact on brand awareness and customer loyalty? 3. Could you share examples of AI prompts you use for strategic cross-platform measurement, and what recommendations or best practices do you suggest for effectively leveraging AI prompts to gain actionable insights across diverse media channels?
2:45 PM	2:55 PM	10		BREAK	
2:55 PM	3:15 PM	20	Activity	<p>Activity: Rethink, Refocus, Reframe: Marketing ROI and KPIs As the CMO or if you were to present things to your CMO, how would you rethink Marketing ROI and what new KPIs would you consider?</p> <p>Activity: AI Prompt Tuning Participants will test 1-2 prompts on how small changes can affect the quality of marketing outputs, whether it's a tagline, a product angle, or a content idea. In groups, they'll review the results, spot what works, what's unclear, and what could be sharper. Then, revise the original prompts to get more targeted and strategic results.</p>	
3:15 PM	3:30 PM	15		Group Presentation	
3:30 PM	4:30 PM	60	Panel Discussion	<p>Panel: Reimagining the Marketing with AI</p>	<ol style="list-style-type: none"> 1. How can we foster a culture where AI enhances human creativity and strategy? 2. How should AI reshape collaboration between brands, agencies, and internal teams? 3. Which AI capabilities should stay in-house vs. be outsourced—and how do we choose partners? 4. What should we look for in MarTech vendors to support scalable, AI-driven strategies? 5. How can AI transform creative and media workflows while preserving brand and quality? 6. How can AI help teams do more with less by driving efficiency, creativity, and growth? 7. What security and governance measures are essential as AI becomes core to marketing?
4:30 PM	4:45 PM	15		Closing Remarks & Program Evaluation	
4:45 PM	5:00 PM	15		Photo Ops	

KEYNOTE SPEAKER



MIMI LU
HEAD OF STRATEGY, APAC
DENTSU MEDIA
(SINGAPORE)

Mimi Lu is an expert in **media strategy**, with a focus on navigating **APAC's evolving digital ecosystems**—spanning platforms like Google, Meta, TikTok, and WeChat—to create seamless **full-funnel marketing solutions**. With a background in strategic roles across China and Australia, she leverages **data-driven insights and cultural intelligence** to integrate creative, technology, and performance approaches in campaigns. As Head of Strategy, APAC at dentsu Media, she's known for uncovering “unexpected connections” across consumer segments—fusing behavioral data and media tech to activate effective, culturally resonant strategies.

With a distinguished track record driving high-impact marketing strategies across APAC, Mimi has led transformative campaigns for global powerhouses including **PepsiCo, Unilever, Estée Lauder, Google, Converse, Disney Studios**, and more. She's known as a **strateg geek**—merging media, tech, and behavioral data to unlock award-winning creative performance. Her work has earned accolades like #14 on the WARC 100, Campaign Digital Media, MMA Global, and MMA China awards.

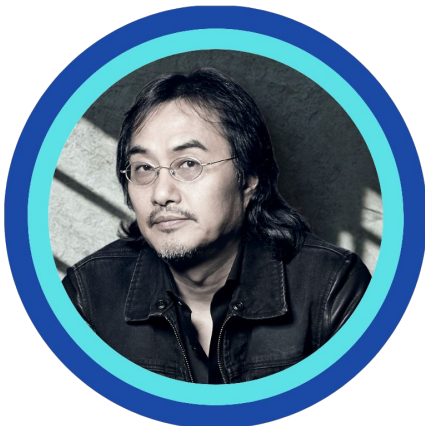
SEGMENT SPEAKERS



JUSTIN JAMES
CO FOUNDER
(CTO & HEAD OF INNOVATION)
AGENCIO

Justin James is the Co-Founder, Chief Technology Officer, and Head of Innovation at Agencio, an AI-driven brand orchestration platform. With over 25 years of experience in designing and implementing technology solutions, he focuses on integrating artificial intelligence into creative, media, and advertising industries to enhance brand development and consistency. James is also an advocate for the humanization of AI, emphasizing ethical considerations and the importance of maintaining a human touch in digital interactions.

As a tech innovator and AI solutions architect, Justin brings cutting-edge insight on how businesses can use **prompt engineering and automation** to scale engagement and unlock deeper customer value. He will lead application-focused sessions on chatbot optimization and the **strategic use of AI tools** in real-time decision making.



THOMAS HONGTACK KIM
CHIEF CREATIVE OFFICER
PAULUS, SOUTH KOREA

Thomas Hongtack Kim is a South Korean creative leader and Chief Creative Officer of Paulus, known for his expertise in brand activism, human-centered design, and socially driven innovation. He develops technology-integrated creative solutions that address social, environmental, and accessibility challenges, working with global organizations like the UN and NGOs. His award-winning projects, such as the VR initiative "Going Home" and the AI-powered "Dot Pad," reflect his commitment to using creativity for meaningful impact.

One of Asia's most decorated creative leaders, Thomas is known for pushing boundaries in culturally resonant storytelling. His work has earned acclaim at **Cannes Lions, D&AD, and One Show**. He'll drive conversations on how to protect creativity's emotional core while using AI to scale output across platforms.

SEGMENT SPEAKERS

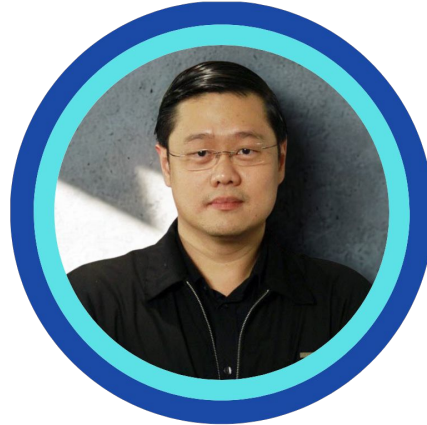


CRISELA CERVANTES
CHIEF EXECUTIVE OFFICER
WPP MEDIA

Crisela Magpayo-Cervantes is an expert in media and marketing communications, with over 20 years of experience leading digital transformation efforts for brands across Southeast Asia . She specializes in digital strategy, programmatic advertising, commerce, content, and channel integration, having helmed digital agency teams at WPP’s Mindshare in Indonesia and later driving Globe Telecom’s digital brand transformation . Her field of expertise lies at the intersection of technology-driven marketing and consumer insight, enabling audience-centric, data-led campaigns that deepen engagement and strengthen brand purpose.

With leadership roles spanning media strategy and innovation, Crisela will unpack how top media organizations are using **cross-channel AI integration** to improve attribution, optimize spend, and drive business outcomes. She will also share case studies on navigating organizational transformation in a data-first world.

PANELIST



DONALD LIM
CHIEF INNOVATION OFFICER
UDENNA CORPORATION

HOSTS



CATHY SANTAMARIA
CHIEF CUSTOMER
AND MARKETING OFFICER
BANK OF THE PHILIPPINE ISLANDS (BPI)



KEN LERONA
FOUNDER
CORNELIUS MAGNATE
ENGAGEMENT & CONSULTING



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