

NICHOLAS HALL'S ASIA-PACIFIC CHC CONFERENCE & MARKETING AWARDS

The Future Resumed

ParkRoyal Collection • Marina Bay, Singapore

21-22 November 2023



Event sponsors

DEPT./HEALTH

 **GEMIL NUTRITION**
HEALTH TOMORROW

LUCASMEYER
COSMETICS

by IFF

For more information please contact elizabeth.bernos@NicholasHall.com

Day 1:

- 9:00: Nicholas Hall
Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies
- 9:45: **The Changing Inevitables for People and Healthcare**
There are 'Trends' and then there are the 'Inevitables', These are major changes in Peoples Attitudes and Behaviours that will inevitably have huge implications on People and Health Care in the coming years.
Steve Sowerby, *Founder, XPotential*
Dave McCaughan, *Thought Leader & Storyteller, Bibliosexual*
- 10:15: Case Study on Pioneering Digital Marketing: Partnering with Tiktok
Alvin So, *Region Head ASEAN, Bayer Consumer Health*
- 10:45: **Coffee Break**
- 11:15: **Presentation of CHC Marketing Awards**
- 11:50: Re-Defining the Sleep Aid Category Through Regeneration
Milan Herczku, *CEO, Co-Founder, GEMIL Nutrition*
- 12:20: Smarter Science for Sensitive Skin
Debbie Go, *Cetaphil Global Franchise Sector Lead Galderma*
- 12:50: **Lunch break**
- 13:50: **Presentation of Global Digital Marketing Awards**
- 14:20: Everyday Care, Extraordinary Impact: How Kenvue is making a difference in Asia Pacific
Jayne Lewis, *VP, Self Care Asia Pacific, Kenvue*
- 14:50: Future of AI in Healthcare
Evan Davey, *VP Growth, APAC, DEPT®*
- 15:20: **Coffee Break**
- 15:50: Consumerisation of Healthcare; Using digital tools to provide consumer centric care solutions
Louis D. Payet, *CEO, Peach Health Asia*
- 16:20 : Driving Impact on Consumer health: Decoding winning digital strategies for engaging with Asian consumer efficiently
Pierre Robinet, *President, Ogilvy Health Asia*
- 16:50: Panel Discussion: Innovations in Consumer Healthcare
Panelists:
Vishnu Mohan, *Partner & CEO Asia Pacific, DEPT®*
Louis D. Payet, *CEO, Peach Health Asia*
Pierre Robinet, *President, Ogilvy Health Asia*
Panel Moderator:
Steve Sowerby, *Founder, XPotential*
- 17:30: **Networking Drinks**

Day 2:

- 9:00: The Future of Innovation: New science, innovative ingredients, market trends and creative product development in emerging, growth categories.
Jennifer Cooper, *Chief Scientific Officer, LPS Health Science*
- 9:30: Making the difference that matters for healthy ageing: dsm-firmenich's consumer insights on what consumers look for when maintaining their health and the role of nutrition in healthy ageing.
Jane Chen, *Global Marketing Lead, Immunity & Healthy Ageing, dsm-firmenich*
- 10:00: Connected & Customized – The New Normal for Women's Health and Wellness
Deepapriya Velumani
Global Innovations Director Haleon
- 10:30: Coffee Break
- 11:00: The Pursuit of Bright Healthy Skin in Asia - what the future of nutricosmetics can offer
Maybelline Tan, *APAC Regional Marketing Manager Lucas Meyer Cosmetics*
- 11:30: The Modern Digital Patient Journey - Activating the Empowered Health Consumer
Graeme Read, *EVP, Patient & Pharma Solutions Hello Health Group*
- 12:00: **Presentation of CHC Marketing Awards Winners**
- 12:20: Closing and Summary
- 12:40: Networking Lunch
- 14:00: End of Conference

NICHOLAS HALL'S ASIA-PACIFIC CHC CONFERENCE & MARKETING AWARDS

THE FUTURE RESUMED • 21-22 November 2023

Speakers



Nicholas Hall

Executive Chairman & Creative Solutions Director

Nicholas Hall Group of Companies

Nicholas is the founder of Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the consumer healthcare industry since 1978. After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas has managed the company's consultancy practice, which has among

its clients many blue chip OTC companies, as well as some of the leading local laboratories in Asia, Middle East and Latin America. He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.



Milan Herczku

CEO, Co-Founder

GEMIL Nutrition

Milan Herczku, CEO & co-founder of **GEMIL Nutrition**, started his career as a go-to-market strategy consultant. During these years he had the opportunity to work with global & regional brands alike across a wide range of industries prior to finding his passion in pharma. Consulted companies like Sanofi, Bayer, Pfizer. He turned

an entrepreneur over 4 years ago founding & heading GEMIL Nutrition which develops & markets branded, unique food supplements and functional food & drink products. Takes pride that this year (2023), Gemil Nutrition has been selected as a finalist in NutraIngredients Europe Awards for the category Start-Up Award.



Steve Sowerby

Founder of XPotential & co-founder of The Consumer Healthcare Training Academy

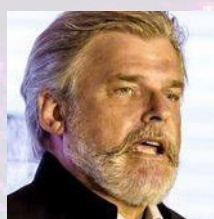
Steve has a strong background in Consumer Healthcare and is a highly experienced Marketer and General Manager with over thirty years of global corporate and agency experience across fast-moving consumer goods, pharmaceuticals, health care, skin care, retailing, media and non-profit organisations. He has been invited to train companies around the world across multiple industries.



Debbie Go

Cetaphil Global Franchise Sector Lead
Galderma

Results-oriented leader with proven track record of success in Consumer Healthcare, Pharmaceutical and FMCG across multiple geographies. Passionate about building a culture of innovation and high performance. International, regional and country experience in developed and emerging growth markets with expatriate posting as Global Brand Manager in Switzerland.



Dave McCaughan

Thought leader and Storyteller
Bibliosexual

Currently based in Bangkok, Dave has spent the last three decades working across Asia-Pacific leading strategy planning and in senior management roles with McCann, before starting his own consultancy, Bibliosexual in 2015 and becoming a partner in Ai.agency in August 2016.

In 2015 Dave initiated Bibliosexual, a consultancy that brings together his long term passion for understanding the interaction of people and media with brands and stories. Dave has talked at over 500 conferences globally and has been a regular columnist for journals like Advertising Age, Japan Close-Up, Campaign Asia. Over the last year he has co-hosted over twenty episodes of the MR Realities podcast that looks at trends within the market research world.

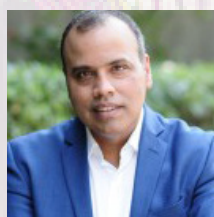


Jayne Lewis

Vice President, Self Care Asia Pacific
Kenvue

As the Self Care Segment leader for Kenvue in Asia, Jayne Lewis leads commercial and innovation strategy for some of the world's leading brands such as TYLENOL, ZYRTEC, BENADRYL and NICORETTE by helping to fuel scientific innovation and developing key capabilities for the region.

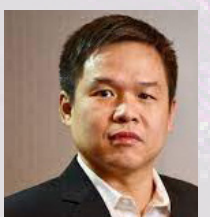
During her 20-year career, Jayne has worked in both global and local assignments based in the US and is a new resident of Singapore. In her time at Kenvue (formerly known as Johnson & Johnson Consumer Health), she has led Rx to OTC switches, fostered and built iconic brand equities across many OTC categories, and pioneered shopper and category development in partnership with several global retail merchants. She has a passion for creating future-focused innovation and developed the Future of Self Care ventures group within the organization.



Vishnu Mohan

Partner and CEO, Asia Pacific
DEPT®

Vishnu is the Partner and CEO, Asia Pacific at DEPT Agency, is an experienced leader with a demonstrated history of working in the marketing and advertising industry. Strong business development and professional skilled in Digital Strategy, Integrated Marketing, Advertising, Media Buying, and Mobile Marketing.



Alvin So

Region Head ASEAN Bayer Consumer Health
Bayer

Alvin has over 20 years experience with Pharmaceutical and FMCG companies across Asia Pacific: Indonesia, Vietnam, South Korea, Philippines, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, Pakistan, India, Cambodia, Myanmar. He has gained international experience with an expatriate posting in the U.S. as Global Brand Manager for Aleve.



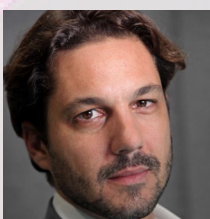
Evan Davey

VP Growth APAC

DEPT®

Evan Davey is the VP of Growth for the APAC region at DEPT®, a pioneering technology and marketing services company that creates integrated end-to-end digital experiences for brands such as Google, KFC, Philips, Audi, Twitch, Patagonia, eBay and more.

With a background in Computer Science, Evan has spent the last two decades working with founders in the start-up community, as well as leaders in enterprise, government, and healthcare, to develop innovative and award-winning digital



Pierre Robinet

President

Ogilvy Health Asia

Pierre is a senior consultant with extensive experience in supporting global business in their marketing and business transformation, advising business leaders in leading the change and designing future ready, data-infused customer experiences and new business models.

Having worked across Europe, North America and Asia, Pierre led global brand transformation agenda for **AXA, MSD, Sanofi, Nestle, L'oreal** and co-founded the European Tech global conference **Viva Technology** in 2016 before joining Ogilvy to launch and structure Ogilvy Consulting in ASIA. Starting with a specific remit on leading the Growth & Innovation practice for the region, Pierre was rapidly promoted to **Managing Director of Ogilvy Consulting SEA** and contributed to establish Ogilvy Consulting as a key transformation partner in ASIA.

Speakers continued



Jane Chen

*Global Marketing Lead, Immunity & Healthy Ageing
dsm-firmenich*

Jane is part of dsm-firmenich's Global Marketing and Business Development team, Dietary Supplements. She works with dsm-firmenich's experts to innovate and bring solutions to market, with its broad portfolio of functional ingredients.

Jane holds a Master's degree in Electrical Engineering and has 15 years of experience in strategy and strategic planning, sales and marketing.

She was most recently Country Leader for dsm-firmenich's Health, Nutrition & Care business in Singapore, Malaysia and the Philippines.



Maybelline Tan

*APAC Regional Marketing Manager
Lucas Meyer Cosmetics*

Maybelline Tan holds a B.Sc. in Applied Chemistry and brings over a decade of expertise to the home and personal care sector. Throughout her career, she has excelled in diverse roles, from application development to technical marketing, consistently delivering customer-centric solutions.

Now, as the Regional Marketing Manager for APAC at Lucas Meyer Cosmetics, Maybelline leads and deploys the marketing strategy across the Asia-Pacific region.



Jennifer Cooper

*Chief Scientific Officer
LPS Health Science*

Ms. Cooper has spent over 25 years in consumer healthcare, including supplement, food and over-the-counter drug companies.

She has held senior science roles at companies in the US and Europe. She has consulted on products and business development projects in North America, Europe, Mexico and Asia. Ms. Cooper's consulting work includes several Fortune 500 and multinational healthcare corporations, and she has developed over 300 new and innovative products in nearly a dozen countries with more than a billion dollars in sales.



Graeme Read

*EVP, Patient & Pharma Solutions
Hello Health Group*

Graeme's career spans the life science and health & wellness industries in sales & marketing, advertising & communications and digital health. He has held senior regional and global positions, client and agency-side, in NZ, Australia, Singapore, China, India and the UK.

His practices include Digital Health, Strategic Consulting, Market Research, Healthcare Professional Marketing, Consumer Health & Wellness Marketing, Public Health & Social Marketing, Pharmacy/Expert Engagement and Patient Engagement.

Hello Health is the leading Digital Health company in Emerging Asia, where Graeme leads Patient and Pharma Solutions to drive client's business growth and success through a performance-based suite of innovative digital health solutions enabling targeted consumer & patient reach, engagement and conversion. He also leads Corporate Communications and Market Research & Insights.



Deepapriya Velumani

*Global Innovations Director
Haleon*

Experience over 23 years in FMCG and consumer Healthcare spanning different R&D expertise – Front end innovation, New product development, Process engineering and Sensory science etc.

Accredited Nutritionist in Singapore and serve community nutritional programs for better health. Currently working as NPD brand Director for wellness Portfolio in Haleon and responsible for developing innovation pipeline for APAC markets for well-known brands - Centrum, Caltrate, Scotts etc and launch new product innovations with MVM, Microbiome, Naturals and other novel nutraceuticals.

Member of Singapore Nutrition and Dietetics association and Singapore society of Biotechnology & Microbiology.

Booking Form

I would like to book _____ place/s for the following event/s:

	Bookings before 15 September	Full Rate from 16 September
Conference (21-22 November)	\$\$2,495	\$\$2,995

Payment Details

- Please send me a secure link so I can pay using a credit card
- Please invoice my company quoting the Ref / Order no. _____

Mr/Mrs/Ms/Dr Full Name _____

Job Title _____

Company _____

Tel _____

Email _____

For pricing information please contact elizabeth.bernos@NicholasHall.com

Nicholas Hall's Asia-Pacific Creative Marketing Awards 2023

THE NICHOLAS HALL APAC CREATIVE MARKETING AWARDS 2023

I wish to enter _____ brand name(s) for the Creative Marketing Award

I wish to enter _____ brand name(s) for the Worldwide Digital Award

The advertising agency(ies) involved are: _____ ; _____

Mr/Mrs/Ms/Dr First name: _____ Surname _____

Company: _____ Job Title: _____

Address: _____

Post / Zip Code: _____

City: _____ Country: _____

Tel: _____ Email _____

I enclose / will supply separately the material detailed below.

Submissions must be received by 20 October 2023 and must include:

- Covering document (250 words max) giving your reasons why the submitted brand(s) deserve the award
- Brief statement of marketing strategy
- Examples of packaging
- Examples of campaign execution (eg: consumer and trade advertising in film, TV, internet, press or out-of home media, and point-of-sale if applicable).
- An indication of the brand's performance in the marketplace (please note that detailed commercial information is not required)
- If possible we would prefer all TV campaigns to be submitted in mpeg format

By entering, you give permission to include a link to the product website and run the advert on the Nicholas Hall Group of Companies website and related NHC platforms.

By entering, you agree to the information being made available to the judging panel. The panel will hold the information confidential and will not reveal this information to anyone for any purpose other than the assessment of entries for these awards.

The organiser reserves the right to change the judging panel without prior notice to entrants.

Entry deadline: 20 October 2023

Send entries to elizabeth.bernos@NicholasHall.com