**UNILEVER AD (Advanced Digital) AGE DAY**

*OCTOBER 22. 2012 - MAGKAKAIBIGAN HALL*

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| **PROGRAM SEQUENCE** | |
| **TIME** | **ACTIVITY** |
| ***PRE-SHOW***  8:00 – 9:00 AM | ***Arrival of guests / Registration***  *AUDIO : AMBIENT MUSIC* |
| ***SHOW PROPER***  9:00 – 9:05 AM | **A) OPENING VIDEO**  *Play of lights*  *MOOD VIDEO – Digital Future (c/o Wishcraft*) |
| 9:05 – 9:15 AM | **B) OPENING SALVO**  *Play of lights*  *Host Opening Spiels*  *WELCOME REMARKS – Ed Sunico*  *VIDEO MESSAGE – Peter Cowan* |
| 9:15 – 9:30 AM | **C) PHILIPPINE DIGITAL ROADMAP**  Ed Sunico |
| 9:30 – 10:00 AM | **D) TRENDS THAT ARE SHAPING THE DIGITAL FUTURE**  Jenny Armshaw-Heak (Business Development Director – Asia, Global Web Index) |
| 10:00 – 10:30 AM | **E) TOP 15 TRENDS FOR 2015**  Greg Armshaw (Regional CTO – McCann) |
| 10:30 – 11:00 AM | **F) WHAT DIGITAL WORK GETS THE GOLD?**  Michael Sicam (Creative Director – Ogilvy)  Jeremy Sy (Group Planning Director – Ogilvy) |
| 11:00 – 11:30 AM | **G) SoLoMo “THE FUTURE IS IN MOBILE”**  Gaetano Squillante (Head, Digital Strategy – Havas Media Asia Pacific) |
| 11:30 – 12 NN | **H) THE DEATH OF FANS: SOCIAL MEDIA MOVING FORWARD**  Donald Lim (MRM) |
| 12 NN – 2:00 PM | **I) LUNCH / BOOTH VISIT** |
| 2:00 – 2:05 PM | **J) RAFFLE** |
| 2:05 – 2:35 PM | **K) INNOVATIONS ON MOBILE**  Sherwin Sowy (MRM) |
| 2:35 – 3:05 PM | **L) SOCIAL CRM**  Elly Puyat (Chief Digital Officer – Ogilvy)  Christopher Joseph **(our platform partner, designation to follow)** |
| 3:05 – 3:35 PM | **M) BREAK / BOOTH VISIT** |
| 3:35 – 4:05 PM | **N) E-COMMERCE**  Netbooster |
| 4:05 – 4:35 PM | **O) THE FUTURE OF MEDIA PLANNING**  Netbooster |
| 4:35 – 5:20 PM | **P) HOW WILL I KNOW IF MY CAMPAIGN WORKED? / MEASURING DIGITAL CAMPAIGNS**  c/o CMI (Millward Brown/Effective Measure) |
| 5:20 – 5:25 PM | **Q) RAFFLE** |
| 5:25 – 6:00 PM | **R) CLOSING**  *LAUNCH OF “BRAND SPARK” SOCIAL MEDIA PAGE – Gina Lorenzana*  *CLOSING REMARKS – Unilever Representative*  *Host Closing Spiels* |
| ***POST- SHOW***  6:00 PM | ***ON SCREENS: MOOD VIDEO – The Digital Future (c/o Wishcraft)***  ***AUDIO : AMBIENT MUSIC*** |
| **END** | |

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| **CONTINUITY SCRIPT** | |
| **ACTIVITY** | **AUDIO/VIDEO** |
| ***PRE-SHOW***  8:00 – 9:00 AM  *Arrival of guests / Registration* | ***AUDIO : AMBIENT MUSIC*** |
| 9:00 – 9:05 AM  **A) OPENING VIDEO**   * *Play of lights* * *MOOD VIDEO – Digital Future (c/o Wishcraft*) | **A) OPENING VIDEO**  **HOST VIA VO:**  Good morning ladies and gentlemen. Before we officially begin the program, let us first explore the wildly expanding array of digital objects that populate the cyber sphere. Let’s watch this video about The Digital Future.  ***AUDIO : OPENING MSC OF ‘DIGITAL FUTURE’ VIDEO***  **<INSERT MOOD VIDEO – DIGITAL FUTURE>** |
| ***SHOW PROPER***  9:05 – 9:15 AM  **B) OPENING SALVO**   * *Play of lights* * *Host Opening Spiels* * *WELCOME REMARKS* * *VIDEO MESSAGE – Peter Cowan* | **B) OPENING SALVO**  ***AUDIO : AMBIENT MUSIC***  ***ENTER HOST***  **HOST: (MAY ADLIB)**  Welcome ladies and gentlemen to The AD AGE Day, or the so-called Advanced Digital Age Day! We all know that the world today is always on fast forward. Everybody has gone mobile, everything is fast-paced and instant. With these needs, more and more people veer towards technology. Digital technology has captured millions, if not, every individual in this world.  Of course, we need to think ahead of everybody in order to be the best. Our ambition is to be the best digital marketer in the world, that’s why we present this event to you.  We want you to arm yourselves with the latest and best digital information, and be at the forefront and leading edge of the market.  Today, we’ll be discussing all about the “Digital Future”, how we can apply it to the world today, and what we can perform differently from our competitors to be the best!  Our aim is to have epic campaigns across all brands! Here to inspire us all are exceptional talks by the best of the digital world. Get to compare notes with these ambitious, innovative, and interesting digital marketers in the game. Today, YOU will go forward with digital technology.  With that, here to welcome us all to this special event, is Unilever’s Media Director for South East Asia and Australia, Mr. Ed Sunico.  ***EXIT HOST***  ***ENTER ED SUNICO***  **<INSERT WELCOME REMARKS – ED SUNICO>**  ***EXIT ED SUNICO***  ***ENTER HOST***  **HOST:**  Thank you for welcoming us to this event Mr. Sunico. Key points for the day’s program are supposed to be discussed by Mr. Peter Cowan. He is **<insert Peter Cowan’s designation>** of **<insert Peter Cowan’s company>**. He **<insert Peter Cowan’s profile>**. Unfortunately, he couldn’t be with us today, so he sent us this short video message.  ***EXIT HOST***  **<INSERT VIDEO MESSAGE – PETER COWAN>** |
| 9:15 – 9:30 AM  **C) PHILIPPINE DIGITAL ROADMAP**  PHILIPPINE DIGITAL ROADMAP – Ed Sunico | **C) PHILIPPINE DIGITAL ROADMAP**  **HOST:**  Now, to lay down the roadmap to success and to share with us the Philippine Digital Roadmap, again we have Mr. Ed Sunico, the Mr. Suave ng Bayan and Unilever’s Media Director for South East Asia and Australia.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER ED SUNICO***  **<INSERT ‘PHILIPPINE DIGITAL ROADMAP’>**  ***EXIT ED SUNICO***  ***ENTER HOST***  **HOST:**  Thank you very much for that wonderful introduction to the Philippine’s Digital Roadmap Mr. Sunico. |
| 9:30 – 10:00 AM  **D) TRENDS THAT ARE SHAPING THE DIGITAL FUTURE**    TRENDS THAT ARE SHAPING THE DIGITAL FUTURE – Jenny Armshaw-Heak | **D) TRENDS THAT ARE SHAPING THE DIGITAL FUTURE**  **HOST:**  Of course, we would not be prepared for the digital future without knowledge of newly formed ideas and technology that are shaping it. The next talk is something you can actually put to use straight away.  To give us a picture of how the future media landscape will look like is **<insert Jenny Armshaw-Heak’s profile>**. Please welcome the Business Development Director of Asia, Global Web Index, Ms. Jenny Armshaw-Heak.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER JENNY ARMSHAW-HEAK***  **<INSERT ‘TRENDS THAT ARE SHAPING THE DIGITAL FUTURE’>**  ***EXIT JENNY ARMSHAW-HEAK***  ***ENTER HOST***  **HOST:**  Thank you very much for that talk, Ms. Heak. |
| 10:00 – 10:30 AM  **E) TOP 15 TRENDS FOR 2015**  TOP 15 TRENDS FOR 2015 – Greg Armshaw | **E) TOP 15 TRENDS FOR 2015**  **HOST:**  If now, the trends on digital are……**<insert examples of current digital trends – based on talk on TRENDS SHAPING THE DIGITAL FUTURE>**, do you ever wonder what 2015 will look like?  Here to provide us an update of the Top 15 Digital trends for 2015, we have **<insert Greg Armshaw’s profile>**. Please put your hands up for McCann’s Regional CTO, Mr. Greg Armshaw.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER GREG ARMSHAW***  **<INSERT ‘TOP 15 TRENDS FOR 2015’>**  ***EXIT GREG ARMSHAW***  ***ENTER HOST***  **HOST:**  Thank you very much for updating us with the latest trends Mr. Armshaw. |
| 10:30 – 11:00 AM  **F) WHAT DIGITAL WORK GETS THE GOLD?**  WHAT DIGITAL WORK GETS THE GOLD? –  Michael Sicam and Jeremy Sy | **F) WHAT DIGITAL WORK GETS THE GOLD?**  **HOST:**  Being in a technological world, we have to equip ourselves with knowledge on what digital works are on trend. Get a quick, concentrated dose of insight into what’s around the corner and get a potent shot of adrenaline to take back to the office.  Our speakers for ‘What Digital Work Gets the Gold?’ are two very important people. The first speaker is **<insert Michael Sicam’s profile>.** The second speaker is **<insert Jeremy Sy’s profile>**. Please welcome Ogilvy’s Creative Director, Mr. Michael Sicam, and Ogilvy’s Group Planning Director, Mr. Jeremy Sy.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER MICHAEL SICAM AND JEREMY SY***  **<INSERT ‘WHAT DIGITAL WORK GETS THE GOLD?’>**  ***EXIT MICHAEL SICAM AND JEREMY SY***  ***ENTER HOST***  **HOST:**  Thank you Mr. Sicam and Mr. Sy for that very useful information on what digital work gets the gold. |
| 11:00 – 11:30 AM  **G) SoLoMo “THE FUTURE IS IN MOBILE”**  SoLoMo “THE FUTURE IS IN MOBILE” – Gaetano Squillante | **G) SoLoMo “THE FUTURE IS IN MOBILE”**  **HOST:**  To discuss our next talk is **<insert Gaetno Squillante’s profile>**. Here to inform us about the Social Local Mobile, please put your hands up for the Head of Digital Strategy of Havas Media Asia Pacific, Mr. Gaetno Squillante.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER GAETNO SQUILLANTE***  **<INSERT ‘SoLoMo, THE FUTURE IS IN MOBILE’>**  ***EXIT GAETNO SQUILLANTE***  ***ENTER HOST***  **HOST:**  Thank you very much for that talk, Mr. Squillante. |
| 11:30 – 12 NN  **H) THE DEATH OF FANS: SOCIAL MEDIA MOVING FORWARD**  THE DEATH OF FANS: SOCIAL MEDIA MOVING FORWARD – Donald Lim | **H) THE DEATH OF FANS: SOCIAL MEDIA MOVING FORWARD**  **HOST:**  For our next topic, the speaker is **<insert Donald Lim’s profile>.** Here to talk about The Death of Fans: Social Media Moving Forward, please welcome Mr. Donald Lim of MRM.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER DONALD LIM***  **<INSERT ‘THE DEATH OF FANS: SOCIAL MEDIA MOVING FORWARD’>**  ***EXIT DONALD LIM***  ***ENTER HOST*** |
| 12 NN – 2:00 PM  **I) LUNCH / BOOTH VISIT**  1:55 | **I) LUNCH / BOOTH VISIT**  **HOST:**  Thank you very much for that social information Mr. Lim. Ladies and gentlemen, we will now be having our 2-hour lunch break. Meals will be served in the Main CD Lobby. Please make sure to be back on time, because we will announce the first set of raffle winners for the day after the lunch.  We invite you as well to visit our interesting booths and exhibits here inside the conference area and in the main lobby. We have **<insert booth description / activities>**.  Thank you for listening to our talks. Have a good lunch to all!  **HOST:**  Ladies and gentlemen, we will be having the raffle in 5 minutes. Please return to your seats by 2:00 pm. Thank you. |
| 2:00 – 2:05 PM  **J) RAFFLE** | **J) RAFFLE**  **HOST:**  We are now going to begin the first portion of our raffles for the day. I’m going to draw and announce the first set of raffle winners.  **<HOST TO DRAW AND ANNOUNCE RAFFLE WINNERS>**  **HOST:**  Congratulations to **<insert names of raffle winners>.** You have just won yourselves special prizes. You may claim your prizes at **<insert prize claiming area>**. Thank you for joining, and once again, congratulations! |
| 2:05 – 2:35 PM  **K) INNOVATIONS ON MOBILE**  INNOVATIONS ON MOBILE – Sherwin Sowy | **INNOVATIONS ON MOBILE**  **HOST:**  Good afternoon to all. I hope you have had a good lunch because we still have a few talks ahead of us. The next speaker this afternoon will discuss about the Innovations on Mobile. He is **<insert Sherwin Sowy’s profile>**. Please welcome Mr. Sherwin Sowy of MRM.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER SHERWIN SOWY***  **<INSERT ‘INNOVATIONS ON MOBILE’>**  ***EXIT SHERWIN SOWY***  ***ENTER HOST***  **HOST:**  Thank you very much for that informing us of those wonderful innovations Mr. Sowy. |
| 2:35 – 3:05 PM  **L) SOCIAL CRM**  SOCIAL CRM – Elly Puyat and Christopher Joseph | **L) SOCIAL CRM**  **HOST:**  Up next, we’re having a talk on Social CRM. For that discussion, we also have two speakers. The first speaker is **<insert Elly Puyat’s profile>**. The second speaker is **<insert Christopher Joseph’s profile>**. Please put your hands up for Ogilvy’s Chief Digital Officer, Mr. Elly Puyat, and our platform partner, **<insert Christopher Joseph’s designation>**, Mr. Christopher Joseph.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER ELLY PUYAT AND CHRISTOPHER JOSEPH***  **<INSERT ‘SOCIAL CRM’>**  ***EXIT ELLY PUYAT AND CHRISTOPHER JOSEPH***  ***ENTER HOST*** |
| 3:05 – 3:35 PM  **M) BREAK / BOOTH VISIT**  3:30 | **M) BREAK / BOOTH VISIT**  **HOST:**  Thank you very much Mr. Puyat and Mr. Josephfor that talk on Social CRM. Ladies and gentlemen, we’re now going to have a 30 minute break. Please make sure to be back on time.  We invite you as well to visit our great booths and exhibits here inside the conference area and in the main lobby. We have **<insert booth description/activities>**.  Thank you everyone for listening to our talks, and have a good break.  **HOST:**  Ladies and gentlemen, we will resume the program in 5 minutes. Please return to your seats in 5 minutes. Thank you. |
| 3:35 – 4:05 PM  **N) E-COMMERCE**  E-COMMERCE – Netbooster | **N) E-COMMERCE**  **HOST:**  Good afternoon again everyone. I hope you have already freshened up and are ready to begin again. Our next talk is all about E-Commerce. Our speaker is **<insert Netbooster speaker’s profile>**. Please welcome **<insert Netbooster speaker’s designation>** of Netbooster, Mr/Ms **<insert Netbooster speaker’s name>**.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER NETBOOSTER SPEAKER***  **<INSERT ‘E-COMMERCE’>**  ***EXIT NETBOOSTER SPEAKER***  ***ENTER HOST***  **HOST:**  Thank you Mr/Ms **<insert Netbooster Speaker’s name>**. |
| 4:05 – 4:35 PM  **O) THE FUTURE OF MEDIA PLANNING**  THE FUTURE OF MEDIA PLANNING – Netbooster | **O) THE FUTURE OF MEDIA PLANNING**  **HOST:**  Our next talk is about The Future of Media Planning. Our speaker for this discussion is **<insert Netbooster speaker’s profile>**. Please welcome **<insert Netbooster speaker’s designation>** of Netbooster, Mr/Ms **<insert Netbooster speaker’s name>**.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER NETBOOSTER SPEAKER***  **<INSERT ‘THE FUTURE OF MEDIA PLANNING’>**  ***EXIT NETBOOSTER SPEAKER***  ***ENTER HOST***  **HOST:**  Thank you Mr/Ms **<insert Netbooster Speaker’s name>**. |
| 4:35 – 5:20 PM  **P) HOW WILL I KNOW IF MY CAMPAIGN WORKED? / MEASURING DIGITAL CAMPAIGNS**  HOW WILL I KNOW IF MY CAMPAIGN WORKED? / MEASURING DIGITAL CAMPAIGNS – c/o CMI (Millward Brown/Effective Measure) | **P) HOW WILL I KNOW IF MY CAMPAIGN WORKED? / MEASURING DIGITAL CAMPAIGNS**  **HOST:**  Last, but not the least, we will have a talk to know if our digital campaign has worked. Our speaker for this talk is **<insert Millward Brown’s profile>**. Please put your hands up for **<insert Millward Brown’s designation>** of CMI, Mr. Millward Brown.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER MILLWARD BROWN***  **<INSERT ‘HOW WILL I KNOW IF MY CAMPAIGN WORKED? / MEASURING DIGITAL CAMPAIGNS**’**>**  ***EXIT MILLWARD BROWN***  ***ENTER HOST***  **HOST:**  Thank you very much Mr. Brownfor those great insights. |
| 5:20 – 5:25 PM  **Q) RAFFLE** | **Q) RAFFLE**  **HOST:**  We are now going to begin the second and last portion of our raffles for the day. I am now going to draw and announce our raffle winners.  **<HOST TO DRAW AND ANNOUNCE RAFFLE WINNERS>**  **HOST:**  Congratulations to **<insert names of raffle winners>.** You have just won special prizes. You may claim your prizes at **<insert prize claiming area>**. Thank you for joining, and once again, congratulations! |
| 5:25 – 6:00 PM  **R) CLOSING**   * *LAUNCH OF “BRAND SPARK” SOCIAL MEDIA PAGE – Gina Lorenzana* * *CLOSING REMARKS – Unilever Representative* * *Host Closing Spiels* | **R) CLOSING**  **HOST:**  In the spirit of continual learning and sharing, we will be launching our Social Media page called “Brand Spark”. To officially open it, please put your hands up for Ms. Gina Lorenzana.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER GINA LORENZANA***  **<LAUNCH OF “BRAND SPARK” SOCIAL MEDIA PAGE>**  ***EXIT GINA LORENZANA***  ***ENTER HOST***  **HOST:**  Thank you for that Gina. Now, to formally end this event, please welcome **<insert Unilever Representative’s name and designation>**.  ***AUDIO : AMBIENT MUSIC***  ***EXIT HOST***  ***ENTER UNILEVER REPRESENTATIVE***  **<INSERT CLOSING REMARKS – Unilever Representative>**  ***EXIT UNILEVER REPRESENTATIVE***  ***ENTER HOST***  **HOST:**  Thank you everyone for attending this event and listening to all the talks we have to offer. I hope you have had a great day and now, you are armed with information that will be useful for our market. Have a great night! |
| ***POST- SHOW***  6:00 PM | ***ON SCREENS: MOOD VIDEO – The Digital Future***  ***AUDIO : AMBIENT MUSIC*** |
| **END** | |