



**27 FEB 2014**  
**6.30PM - 9.00PM**  
**MIS EXECUTIVE LOUNGE**

410 North Bridge Road, Level 1, S188726

MIS STUDENT: COMPLIMENTARY  
MIS MEMBER: \$20, NON-MEMBER: \$35  
PUBLIC TERTIARY INSTITUTION STUDENT\*: \$10  
\*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

# THE PERFECT DIGITAL SYNCHRONY

In this increasingly interconnected world, there is no time for rest when it comes to digital marketing. The ever-changing state of this field requires speedy innovation to champion oneself as a thought leader, stay ahead of businesses and constantly engage with consumers

With only a virtual platform, how does an organisation create a perfect synchrony with partners, consumers and innovation while maintaining a distinct brand identity?

Kersie Koh, Co-Founder and Creative Director of Clozette Pte Ltd, doles out some of Clozette's winning digital marketing and branding strategies! Find out at our talk!

## KEY HIGHLIGHTS

The evolution of Clozette's marketing strategies over the 3 years since its inception.

How does Clozette position its brand while in partnership with FemaleDaily & Rakuten etc?

Striking that balance between the needs of customers, partners and advertisers.

### **Kersie Koh** *Creative Director & Co-Founder* **Clozette Pte Ltd**

Formerly from Citrix Systems, Oracle, CNET Networks and National Computer Systems, Kersie Koh brings an extensive track record of success with over 15 years of experience in product design, business development and marketing management in both software and online business environments. Kersie earned her bachelor's degree in Computer Science from the National University of Singapore.

Kersie had the idea for a virtual wardrobe, a key application of Clozette, after witnessing fellow fashionistas struggle to remember what they had in their closet and wishing they had a fun and easy way to put a look together.

Check out Kersie's closet at [www.clozette.co/u/GlamMama](http://www.clozette.co/u/GlamMama) or [www.oshare.com.tw/u/GlamMama](http://www.oshare.com.tw/u/GlamMama).

**clozette.co**  
Your Fashion Social Network

**ABOUT CLOZETTE |** Clozette.co is a visual, image-centric social shopping network that delivers the hottest trends and the coolest community in fashion, beauty, and style - and the ability to shop for it all, in ONE place. It provides a digital ecosystem for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Clozette reaches out to audience in five key countries - Singapore, Indonesia, Malaysia, Thailand, the Philippines, Japan and Taiwan.

Clozette has also garnered the following awards:

- GOLD Winner for Best Engagement Strategy For Female Audience, Loyalty & Engagement Awards 2013
- GOLD & SILVER Winners for Digital Marketing, Marketing Excellence Awards 2012
- 2011 Red Herring Top 100 Asia Winner
- 2011 Red Herring Top 100 Global Winner

#### PROGRAMME HIGHLIGHTS

6.30 - 7.15PM  
REGISTRATION & NETWORKING  
*(Light dinner will be provided)*

7.15 - 8.30PM  
PRESENTATION TALK

8.30 - 9.00PM  
QUESTIONS & ANSWERS

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".

