

# Marketing Forum 2014

**Colgate**

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## Build and Grow a Mega Consumer Brand in Hong Kong: A Case Study from Colgate Palmolive

Anchored on its proven success formula, a group of senior executives from Colgate-Palmolive will showcase how a team approach contributes to the corporation's success and growth over time.



First, taking the lead, Mr. Stephen Lau, General Manager of Colgate-Palmolive (HK) Ltd., is going to share with our Lingnan students why core values matter as the corporate values of *Caring*, *Global Teamwork*, and *Continuous Improvement*, drive the firm's innovative product development and creative marketing initiatives to sustain its leadership position.

Next, Miss Yuki Leung, Senior Marketing Executive, will illustrate how the corporation's core values build up its brands in the B2C segment through innovative product development, packaging and communications using a combination of traditional and digital, social media outlets.



What is more, Mr. Mathew Lui, Manager of Professional Oral Care, will demonstrate how the same core values build leadership in the B2B segment of Professional Oral Care, and foster good health habits round the world.



**Don't miss this fascinating Forum from the dedicated team of Colgate-Palmolive!**

**Date: 24 October 2014 (Friday)**

**Time: 3:00 - 4:30pm**

**Venue: MBG19**

Registration:  
Call: 2616 8239 or  
email: [mib@Ln.edu.hk](mailto:mib@Ln.edu.hk)  
~~ All are welcome ~~

1.5 ILP Units in  
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participants