



Tanya Zhou

Brand lead of Johnnie Walker
Luxury Portfolio,
Diageo China

12 years of accumulated professional expertise in brand marketing, trade marketing and retail & revenue management in consumer goods industry.

Tanya is now brand lead of Johnnie Walker luxury portfolio in Diageo China to drive brand growth through IMC campaigns and disruptive innovations.

Prior to Diageo, Tanya worked in Budweiser APAC with various roles of marketing, retail & revenue management that supports company commercial growth.

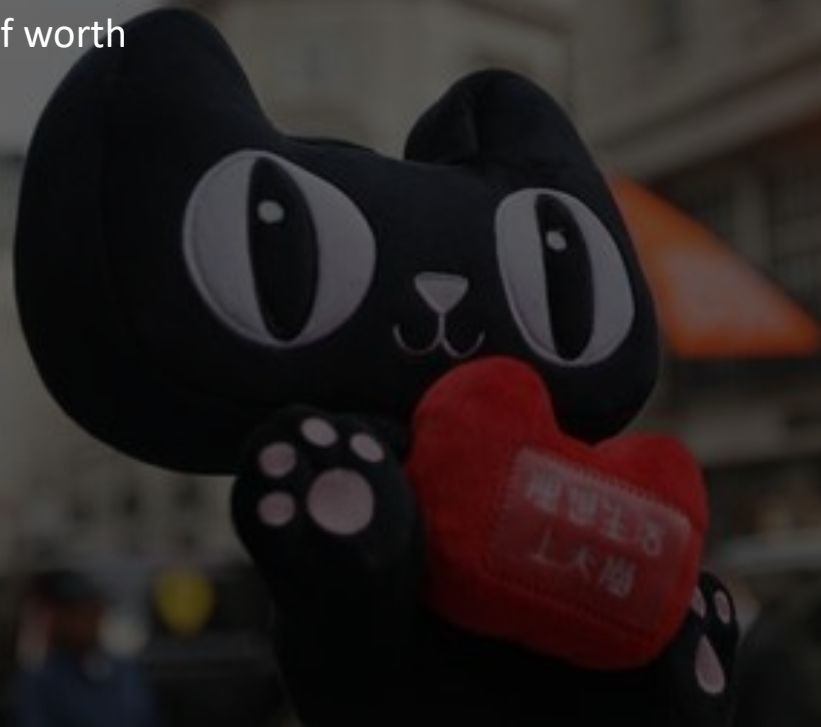
Prior to Budweiser APAC, Tanya worked in Nielsen to deliver retail strategies to clients.

Three words

for thoughts from a marketer's perspective

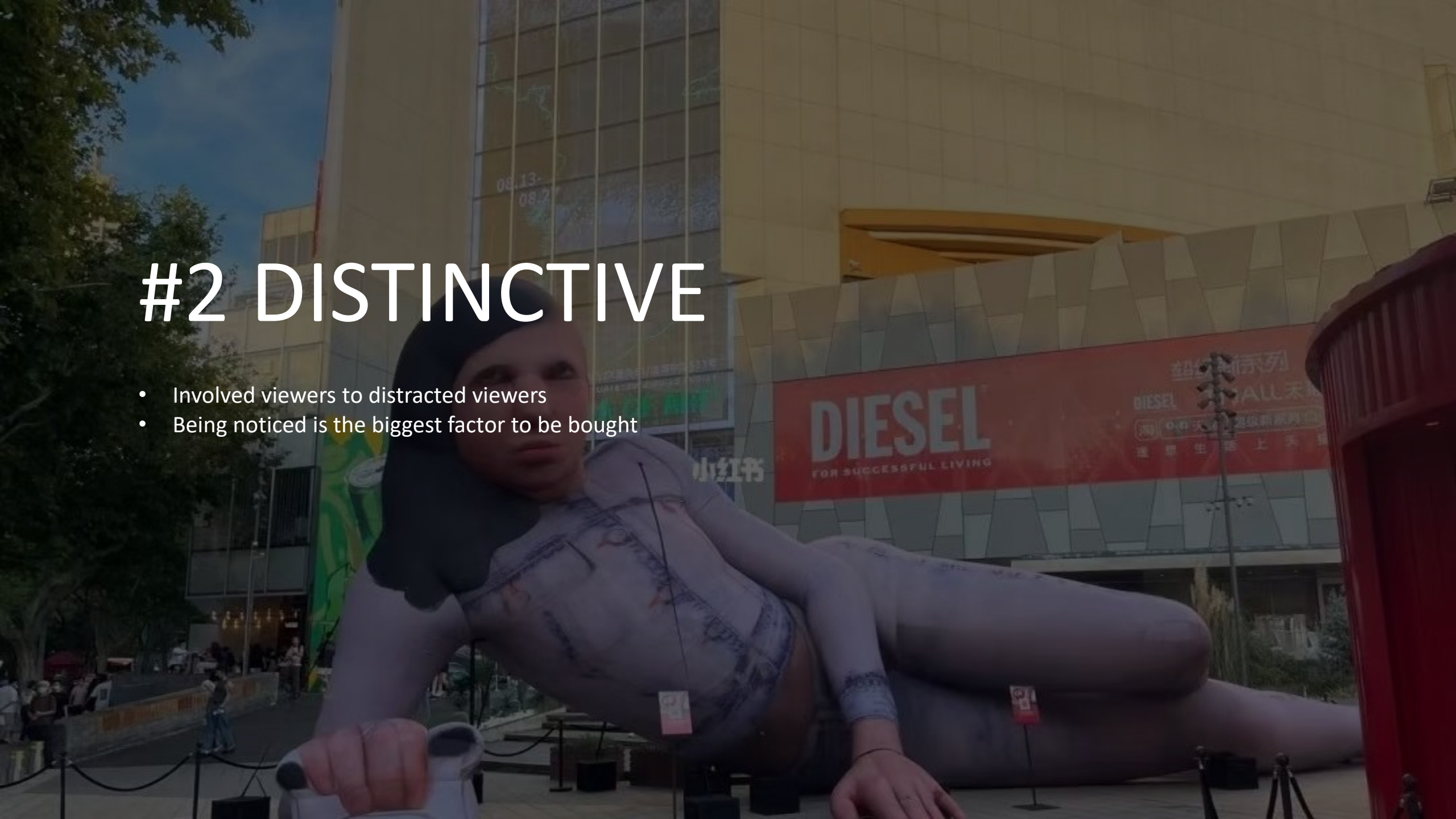
#1 VALUE

- Value for money
- Personal values / sense of worth



#2 DISTINCTIVE

- Involved viewers to distracted viewers
- Being noticed is the biggest factor to be bought



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#3 EMOTION

- Message comprehension to emotional response
- Unique selling propositions to relevant association

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