

JURY CHAIRMAN



Tay Guan Hin

*Southeast Asia Regional
Executive Creative Director*

JWT

Guan graduated from Art Center in Pasadena during a worldwide recession. Luckily, he found work after winning the Best of Show in LA Creative Club Student Competition. Before returning to Singapore, he took a few months off teaching in Russia Far East, Vladivostok.

In 1998, his work formed part of the winning portfolio when Adage named Saatchi & Saatchi Singapore "International Agency of the Year". Under his leadership, Campaign Brief Asia ranked Leo Burnett fifth hottest agency in the region. And ranked him as one of the region's top ten creatives for the past 4 years and 7th in The Work 2004. Guan joined JWT in 2005 and was elected to the Worldwide Creative Council.

His awards include Gold lions in Cannes, D&AD, One Show, Clio, Adfest, Award and Spikes. In fact, 3 campaigns are included in Gunn Report 's top 10.

Guan has judged for D&AD, One Show, Adfest, and Spikes & Award in Sydney. This year he's been selected to judge Cannes.

He is only the second Singaporean to chair the Creative Circle Awards and served as Chief Jury for Malaysia's Kancil Awards. He will be chairing the inaugural Asian Outdoor Awards 2007. And last year, he was voted as one of top four most influential Creative Directors in Singapore

Guan believes in staying close to the ground:

By giving his time to the students through workshops for young creatives in One Show China and Adfest.

By servicing in the Singapore army as a mechanic under an oily tank.



Chairman's Message

The landscape is changing. Are you ready?

We are living in a world where consumers are ever more media savvy and demanding of the brands they associate with. We need to encourage interaction and involvement in order to drive brand loyalty. But we cannot deliver this by a traditional one-dimensional media, like a poster. The new outdoor landscape is changing at an alarming rate and if you don't capitalize on it now, you will be left behind.

The expansion of new media platforms is unstoppable. Bluetooth-enabled locations send messages to your phone. LED billboard allowed one to call with a handphone and play a two person racing game on the giant screen. 3D video screens float tailored ideas before your eyes. This digital technology revolution is making out-of-home more flexible, reliable and interactive. In fact, almost anything with a surface can create an interactive brand experience. Road pavements, airport conveyor belts, water fountains and golf buggies are also fast becoming media channels.

The objective of the Asia Outdoor Advertising Awards is to recognize excellence in this new world of engagement. It's the only regional show focused on the growing importance of out-of-home in the new media landscape. Our jury has been selected from world-class creative directors from USA, New Zealand, Canada, Hamburg, Bangkok, India and Japan. They are charged with finding ideas that actively engage, as well as ideas that fit the right media with the right message at the right location. Where the size of the ideas counts more than the size of the media.

If your work breaks conventions or alters the environment, Asia would like to see it. By submitting your best work, not only will it be exposed to the most creative minds in the business but the winners will get even more exposure at a prestigious award gala event held after a comprehensive three-day festival of exhibitions and conferences attended by delegates from over 24 countries.

And, if you happen to win, I can guarantee that it won't be the outdoor landscape that changes.

Tay Guan Hin
SEA Regional ECD
JWT



Ravi Deshpande
Chief Creative Officer
CONTRACT ADVERTISING

Started career in 1985 as an art-director with Clarion followed by Ogilvy & Mather.

In 1987, joined Contract, a newly formed JWT company. Within 10 years, turned the place into a melting pot of the best creative minds in India, and led the agency to win over 400 local awards for creative excellence along with awards at Cannes, One Show, D&AD, and the other international festivals.

Contract went on to win Agency of the Year at the Advertising & Marketing national awards four times and the Agency of the Year in Ad Club Bombay, in 1999. This resulted in Contract being the best creative force in the country.

At an individual capacity, won numerous awards including Art Director of the Year Award twice at the Advertising and Marketing national awards.

In 1999, was awarded Creative Professional of the Year at the Strategic Marketing Management programme organised by McKinsey & Co.

Was awarded for "Outstanding Contribution to the Advertising Industry in India" by one of India's top management institutes.

After a long and successful inning at Contract, in August 2001, started "Lemon" in alliance with Euro RSCG Worldwide.

Alongside, did the job of guiding Euro RSCG Indian Subcontinent and the Middle-East, as Chief Creative Officer in an advisory capacity.

In 2005, was invited back to Contract as Chief Creative Officer for the region, in order to set a new direction for the agency.

Crafted the Contract way of working through recent book: "Grow Young". A theory based on the belief that un-boxed ideas reverse the ageing process of brands making them younger and more desirable.

Has been a judge at major international award festivals like the One Show, the Malaysian Kancils, the Dubai Lynx awards, and would be also judging the Cannes advertising festival in film category this year.

Honoured as one of six living legends of Indian advertising in the last 50 years by the Advertising Club, Madras (India).



Thirasak Tanapatanakul
Executive Creative Director
CREATIVE JUICE/G1

Thirasak Tanapatanakul has been awarded for the local and international shows. The awards consist of 9 consecutive years Cannes Awards including 3 Gold Lions, 4 Gold Clios, Yellow Pencil D&AD, 2 Silver The One Show, Andy Awards of Excellence and 2 Grand Prix in Asia Pacific Ad Fest 2001-2005.

After having joined with Creative Juice\G1 (TBWA) in 2004, Thirasak has created high reputation for the agency in a short period of time. This resulted the agency ranking risen up to No.9 of the world's most awarded agency, ranked by THE GUNN REPORT 2006 and No.7 of the world's most awarded agency, ranked by SHOTS GRAND PRIX 2005.

The examples of his outstanding works include '**BANGKOK INSURANCE**' TVC campaign 2006, which was voted to be '**THE WORLD'S FOURTH MOST AWARDED TVC CAMPAIGN OF 2006**' by the GUNN REPORT. '**TAMIYA**' Model Kits campaign 2005, which was voted to be '**THE WORLD'S MOST AWARDED PRINT CAMPAIGN OF 2005**' by the GUNN REPORT and SHOTS GRAND PRIX 2005. '**FEDEX 'BOX'**' Ad was nominated to be '**THE WORLD'S SECOND MOST AWARDED PRINT AD OF 2002**' by the GUNN REPORT. And '**Bridgestone 'Dog'**' was selected to be the world's Top three most favorite TVC of 2003 by the Ad Forum.

Thirasak was awarded '**ASIA'S CREATIVE OF THE YEAR 2006**' by Campaign Brief Asia Creative Rankings and also Creative Juice\G1, Bangkok was named '**ASIA'S AGENCY OF THE YEAR 2006**'. Plus '**ASIA PACIFIC CREATIVE OF THE YEAR 2005**' by Media's Asia Pacific Agency of the Year Award and also Creative Juice\G1(TBWA), Bangkok was named '**ASIA PACIFIC OFFICE OF THE YEAR 2005**'.

He has representing Thailand as a jury member in numerous international award shows, including Cannes Film 2006, Andy Awards 2007 and D&AD Film 2007.



Chuck McBride

Founder & Executive Creative Director

CUTWATER

Chuck began his career in advertising in San Diego. Soon afterwards, he joined Team One in Los Angeles, where he made his first mark by creating a memorable campaign for Santa Monica Bank. Wieden+Kennedy/Philadelphia; Goodby, Silverstein & Partners; Foote, Cone & Belding SF; and Wieden+Kennedy/Portland followed thereafter. He created work for Lexus, ESPN and Isuzu and helped launch the very successful “got milk?” campaign with Goodby, and the PlayStation 2 campaign with TBWA\Chiat\Day. He has also received numerous awards for his work on flagship brands: Levi’s and Nike.

Just prior to launching CUTWATER, Chuck McBride helped TBWA\Chiat\Day-San Francisco reach the rankings as one of the top ten creative agencies worldwide, winning most every major industry award – from Cannes Lions to Clios to One Show pencils. He ended his run at TBWA\Chiat\Day by celebrating the prestigious 2006 Cannes Advertiser of the Year award with his partners at adidas.

In March 2007, Chuck launched CUTWATER, a stand-alone Omnicom entity built around the philosophy that all disciplines – design, interactive and advertising – must collaborate in order to develop a deeper, single brand story.

He currently creates those stories for Jeep, Motorola, Ray-Ban, Persol, FOX Sports Net, and Seagate Technologies.



Dörte Spengler-Ahrens

Managing Director (Creative)

JUNG von MATT

Dörte began her career as a Junior Art Director in 1991. By 1996, she was made Creative Director at Jung von Matt. In 1999, Dörte was first Managing Director and Creative Director at her own company, and later that year held both titles at Jung von Matt/Spree in Berlin.

Today, Dörte has received more than 100 awards ranging from Clios to LIAs, Eurobest to Cannes. In addition, she has also served on various juries. Dörte is very active member of the German Art Directors Club, and has served on its board since 2002.



Szu Lee
Deputy Chairman/Executive Creative Director
MCCANN WORLDWIDE MALAYSIA

Erstwhile law grad, A.E. and copywriter. Szu was previously at Saatchi, BBDO, Leo Burnett and Y&R before joining McCann in 2002 together with his creative foil, Hwa. Under their stewardship, McCann was named Malaysian Agency of the Year in 2006.

In 2007, Szu was made Deputy Chairman of McCann Worldgroup Malaysia, overseeing business across disciplines.

Szu is credited with Malaysia's first gold Cannes Lion in 1999 for an ambient idea. His outdoor work has won at all the major international shows. The best part is he is still on an adventure doing what he loves best.



Julian Watt
Executive Creative Director
NET#WORK BBDO

Julian Watt began his career in the mid 90s at Leo Burnett in South Africa, working through the ranks on brands including Mercedes-Benz and The Coca-Cola Company.

In 2001 he left Burnett in search of a smaller, more anarchic agency. This led to joining Net#work BBDO, a smaller shop known for brand turnarounds and highly creative work.

Currently, Julian is the Executive Creative Director in charge at Net#work and has led the agency to unprecedented business and awards growth, including the 2007 D&AD Silver Pencil and Cannes Outdoor Grand Prix.

In 2006, Julian served on the judging panels for Clio and the Cannes Print Jury.

At a relatively young 33, Julian is excited at the prospect of advertising's future and the changes it faces.

"We find ourselves in a world where content is chosen by people, not forced on people. Interaction is everything. Our next ad, can't just be an ad." is something that constantly feeds Julian's hunger for different, innovative work.



Satoshi Takamatsu
Founder/Chief Creative Director
ground

Satoshi Takamatsu is the Chief Creative Director and founder of ground.

He founded ground in 2005, to dedicate his all energies to work for its many clients including - Nissin Cup Noodle, goo, adidas and Olympus.

ground has developed the reputation for their innovative / integrated campaigns that crossover both conventional and non-conventional media.

ground has been awarded the Silver Clio (both for content & contact and integrated) for the Cup Noodle FREEDOM campaign in 2007, Grand-Clio and AdFest grand-pries for their goo campaign in 2006. These are the major examples of ground's innovative campaigns.

Before founding ground, Satoshi was the Creative Director at Dentsu-Tokyo for many years where he won major national and international advertisement awards such as Cannes, NY ADC, Clio, LIAA and AdFest.

Satoshi is also the founder of SPACE FILMS, the world's only company that is able to offer the opportunity to permanently shoot in space. The company installed a HD camcorder onboard the International Space Station and has succeeded in shooting the TV commercial Cup Noodle in Space.



Zak Mroueh
Chief Creative Officer
TAXI CANADA INC

Since joining TAXI in 1999, Zak has had a prolific run building the agency's creative reputation locally and globally. Under his leadership, TAXI has been consistently listed as one of the top shops in the Gunn report. Over the past two years, TAXI's work has placed amongst the top five campaigns worldwide.

In 2005, he was ranked as one of the top ten Creative Directors by Creativity Magazine's annual ranking, as well as being ranked number two worldwide by Boards International Magazine. From Gold Lions to Gold pencils, his work as both a copywriter and Creative Director has won medals around the world. Zak has also judged every major awards show, including D&AD, Clios, One Show and Cannes.

In Canada, TAXI has been honoured as agency of the year a record four years in a row. And Zak has been named Creative Director of the year three times. Not bad for a guy who started in the mailroom.