

HD The best of 2013

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The highs and lows of the year in an industry that is always colourful, from top people and work to epic failures.

TOP 5 CAMPAIGNS

TD

1. Dumb ways to die McCann Worldgroup Melbourne

We seem to remember this winning a few awards.

2. Bridge of life Cheil Worldwide

Samsung Life Insurance's CSR campaign turned the Mapo Bridge, a notorious suicide spot in Seoul, into a place of healing for those who encounter troubles in life. This was a good example of how otherwise faceless corporations can do good for society while also building their **brand**.

3. Txtbks DDB DM9JaymeSyfu

Carrying an oversized bag full of textbooks is common to students in the Philippines, but most families in the country can't afford e-learning through tablets, e-readers or even smartphones. Smart Communications, a telco, worked with DM9 to devise an affordable solution. They used old analogue mobile phones that most families own and collaborated with textbook authors and publishers to refine official school texts into 160-character text messages, which were programmed into the inboxes of thousands of inactive surplus SIM cards and repackaged into **brand** new 'txtbks'.

4. Driving dogs Drafftcb Auckland

Dogs can be smart, but no one expected them to be smart enough to drive a car. This campaign, created by Drafftcb for Mini New Zealand and the Society for Prevention of Cruelty to Animals, highlighted the intelligence of rescue dogs to encourage adoption. The dogs won hearts as well as major awards. Oh, and all the shelter's puppies found homes.

5. Small World Machines Leo Burnett Sydney

Coke is not a **brand** one usually associates with weighty political issues, so this campaign stood out for trying something different while staying true to **brand** values. 'Small World Machines' built on the concept of 'sharing happiness' by going some way - however small - to bridging the chasm between the perpetually feuding India and Pakistan. The work generated controversy at Cannes, with some judges seeing it as an example of a **brand** making light of, or even taking advantage of, a major political problem. Whatever the perception, it did achieve one very important thing: to get people talking.

TOP 5 HIRES

1. Mark Heap, CEO, MediaCom Asia-Pacific

MediaCom's performance in recent years has been impressive, and while Alex Crowther's exit as regional head came as a surprise, Heap looks in every way a worthy successor. Still just 38, it's a big step - he will oversee 1,400 staff across 15 markets - but we expect big things to match in 2014.

2. Cheuk Chiang, CEO, Omnicom Media **Group** Asia-Pacific

Just under five years after joining PHD when it was still decidedly a challenger **brand**, Chiang moved up to even bigger things by taking over from Barry Cupples at Omnicom Media **Group** (OMG). Cupples, who returned to London to take up a global trading, analytics and investment role, certainly left big shoes to fill. But while Chiang cuts a different, somewhat less aggressive figure, the network is undoubtedly in good hands. We also expect Susana Tsui to keep the momentum going at PHD.

3. Bob Pickard, CEO, Huntsworth Asia-Pacific

Many in the PR industry were surprised when Pickard left Burson-Marsteller at the end of 2012, but he has always enjoyed the thrill of the startup. With a solid track record of building businesses - his own in Canada, and later Edelman in Korea and Japan - he seems the ideal choice to get Huntsworth off the ground in Asia. As CEO Peter Chadlington noted in June, 'one of Bob's greatest strengths is that he has maintained an entrepreneurial view of life'.

4. Pratik Thakar, VP, Pacific **Group** creative and content excellence, Coca-Cola

Thakar has built up a reputation as one of the smartest planning brains in **China**, described by former boss TH Peng as someone who manages to strike the perfect balance between strategy and creativity. His appointment at Coca-Cola followed the departure of David Elsworth, who founded the Creative Excellence function in Japan, which was initially unique to that market. Still based in Shanghai, Thakar has an expanded brief to deliver 'excellence' across Greater **China**, Japan, Korea, South Asia, India, Southeast Asia, Australia and New Zealand.

5. Ross Gearing, Director, global digital strategy, Infiniti

Having worked on the Infiniti **brand** throughout his time at Tequila and later Rapp in **China**, Gearing was a natural choice for the role on an automotive **brand** that currently has a low profile but is definitely going places. The luxury car **company** recently established its global headquarters in **Hong Kong** and is looking to aggressively step up activities in the rest of Asia. The role should afford Gearing plenty of room to apply his expertise in **brand** building as well as data and analytics.

TOP 5 BREAKUPS

1. Steve Marcopoto and Turner

After 15 years at Turner International Asia-Pacific, one would have taken Steve Marcopoto to be a fixture. The announcement of his exit was ironic considering Marcopoto was instrumental in Turner's major revamp a month earlier, which included cutting as many as 900 jobs in the region. But in August, the Asia head of the troubled broadcaster decided to step down. Marcopoto stays on as a senior adviser to the **company**.

2. Damien Cummings and Samsung

Damien Cummings' departure garnered even more attention than his high-profile appointment as Samsung's regional marketing director in 2012. At the time of his induction, Cummings was hailed as a 'digital powerhouse' who would transform the Korean electronics giant into a digital marketing leader. But the rumours of a restructure began within a year and KK **Park's** appointment as Samsung's new regional CEO sealed it.

3. Alex Crowther and MediaCom

Crowther's stint at MediaCom in Asia-Pacific was short but productive. Somewhat aloof, he was not one for self-promotion but quietly led the network to win a number of major accounts from the likes of Coca-Cola, P&G, Dell and Fonterra. His departure was unexpected, but having returned to the US, he recently resurfaced at Carat (as predicted) as global client president for its USdollars 3 **billion** General Motors (GM) account. Crowther first worked at Carat 19 years ago.

4. Phil Talbot and Zenith

Talbot ended a 19-year relationship with Publicis in May when he announced his resignation as regional CEO of ZenithOptimedia. He began his career at Optimedia in the UK and moved to **Hong Kong** in 2004 to become ZenithOptimedia's first CEO in Asia-Pacific. He has left the agency in good shape, sitting comfortably at the top of R3's New **Business** League. At his farewell announcement, Talbot talked of getting actively involved in entrepreneurial opportunities in the region. Gerry Boyle, a Zenith veteran, took on Talbot's role as the network's APAC president.

5. Vince Viola and Cathay Pacific

In a surprise move, Vince Viola, managing director of McCann's Cathay Pacific Central Team, announced his decision to return to Australia after 14 years in **Hong Kong**. Viola is relocating for personal reasons and described the move as 'bitter sweet'. He began his career with the agency in Sydney in 1993 when it pitched for and won the Cathay Pacific **business**. He is to take up a post in McCann's Melbourne office in February 2014.

TOP 5 COMEBACKS

1. Publicis Betterway gets back on its feet

In September 2013 Publicis Groupe moved forward with a rebuilt field-marketing agency Betterway after a drawn-out corruption probe that began when internal Publicis auditors raided the agency's offices in February 2012. Patti Sun, current CEO of Publicis Betterway **China**, was roped in from OgilvyAction to revamp the organisation's operating and reporting structures, and won new Huawei **business** as the agency made a slow 20-month turnaround.

2. McCann Health re-enters **Hong Kong**

The alliance with local health communications agency TT Healthcare to create TT McCann Health marked McCann's re-entry into the healthcare market in Aug 2013 after it closed that particular arm in August 2009. Rather than serve clients from Guangzhou or Shanghai and Beijing, the base was established in **Hong Kong** as regulatory conditions are more relaxed in the city even though all advertising for OTC products have to comply with the undesirable medical advertising ordinance (UMAO).

3. JWT Shanghai re-appoints Bill Chan

Highly regarded as a creative, Hongkonger Bill Chan first joined JWT Shanghai in 2000, leading it to become a top-ranked creative agency in 2004. He went on to win a host of awards, including Cannes Lions. He returned to the agency in May after ECD stints at McCann Worldgroup and Ogilvy in Beijing, replacing Elvis Chau as chief creative officer.

4. Martin Lever rejoins McCann Worldgroup

Martin Lever returned to McCann WorldGroup to take on the role as executive creative director of Cathay Pacific's central team in August, replacing Thierry Halbroth, who relocated to Thailand. Lever last worked on the same Cathay account when he was McCann Erickson's creative director and copywriter during the period from 1996 to 1998, which he said is a **brand** 'dear to my heart, both professionally and personally'.

5. Arvind Krishnan returns to India

Arvind Krishnan returned to BBH India in July 2013 as MD after he moved to BBH London in January 2012 as team director. Before his move to London, he was **brand** partner at BBH India. He was part of the founding team of the agency's India **operations**. During his stint at the BBH London, Krishnan handled brands such as Unilever and Diageo. He has also worked with Leo Burnett and Allsec Technologies.

TOP 5 DEALS

1. Publicis-Omnicom

In a move that turned a quiet July weekend into a frenzy of Googling, Publicis and Omnicom signed a deal that when finalised will form the world's largest advertising agency **group** with a combined market cap of dollars 35 **billion**. While it's expected that the deal will take till 2014 to finalise, it already gained the green light from US authorities in November where anti-trust laws were expected to be a sticking point.

2. Dentsu-Aegis

Although proposed last year, the **acquisition** of Aegis for USdollars 4.9 **billion** was only finalised in March this year after delays reportedly caused by **China's** slow approvals process. Since then, while insisting on '**business** as usual', the new entity has formed the Dentsu Aegis Network and has started to **merge** its back office functions such as finance, IT, legal and compliance - where the biggest economies of scale are to be found.

3. Blue Focus-Huntsworth

In a move that surprised the rather Western-dominated PR industry, **Chinese** agency **group** Blue Focus acquired nearly 20 per cent of the UK-based Huntsworth for about dollars 58 **million**. This deal is quite the turnaround from seven years ago when Huntsworth, with owns agencies Grayling and Red Consultancy, attempted to **acquire** Blue Focus. The deal has boosted Huntsworth' share price and helped the European-dominated agency gain a foothold in Asia. Blue Focus meanwhile gains a platform for its **Chinese** clients to grow abroad.

4. Bates-CHI & Partners

WPP's latest attempt to rescue Bates Asia was to **merge** it with CHI & Partners, which the **group** has a **stake** in. The deal which was announced in December 2012 culminated in an official launch party of the newly named Bates CHI & Partners this March. Oddly however, while all of Bates' 14 offices in Asia have been rebranded, CHI & Partners remains untouched in its UK and US offices. 'What works best in terms of awareness,' said executive chairman Johnny Hornby.

5. JWT-Mango Marketing

In April JWT signed an affiliation agreement with Myanmar agency Mango Marketing which gave JWT the option to **buy equity** in the local agency. The deal marked JWT's entry into the market and cemented WPP's footprint as it follows a deal between Ogilvy and Today Advertising a year earlier.

TOP 5 PITCHES

1. GSK

Global

The biggest pitch of the year reached its conclusion in September when GlaxoSmithKline bade goodbye to incumbents Starcom and Carat and split its dollars 1.6 **billion** global media planning and buying duties between OMG, GroupM and Dentsu. Sam Singh, GSK's VP and head of global media, later said that Asia had been a deciding factor in the shift.

2. Mengniu

China

The **milk** giant was the **brand** behind what Campaign believes to be **China**'s biggest pitch. Managed by R3, the review kicked off in October, with billings estimated at around dollars 400 **million**.

The drama ended relatively undramatically with ZenithOptimedia's Optimedia defending the **business** against Starcom and Carat. Mengniu is still working to rebuild its reputation after further controversy over the safety of **milk** in **China**.

3. AB InBev

China

Thanks to Bertilla Teo, Starcom snatched AB InBev's dollars 180 **million** account from incumbent MediaCom in September after a pitch that also included Havas and UM. AB InBev, which counts Budweiser, Stella Artois, Harbin and Sedrin among its broad portfolio of brands, was apparently impressed with Starcom's digital capabilities, proactive approach and insight into the market.

4. L'Oreal

China

The value of L'Oreal's accounts is often a bone of contention, but one thing all can agree on is that they are sizeable. In October the **brand** consolidated its media with Mindshare in **China**, awarding the agency the bulk of its online **business** in addition to everything else. Incumbent ZenithOptimedia did manage to hold onto search and e-commerce duties though. A source described the account as 'massive' and one requiring at least 100 staff. Digital spend is estimated at around dollars 100 **million** of a total dollars 800 **million China** ad spend.

5. SingTel

Singapore

The telco consolidated with Ogilvy in October after a lengthy process, managed by R3, that kicked off in June. While there was speculation that procurement requirements drove the pitch, the hunt for a 'more

integrated creative and digital agency model' dealt a blow to BBDO, which eventually withdrew: SingTel had been an anchor client for the agency for five years, although it also already worked with OgilvyOne for part of its **business**. This narrowly trumped Petronas as the year's most important creative pitch.

TOP 5 CONTROVERSIES

1. F5's fraud allegations

In April, Campaign published claims by F5 Digital founder Gregory Birge that staff members had defrauded the **company**. Police investigated; the situation remains unresolved. In October, Birge flamed out with an announcement that he was leaving marketing altogether to pursue a career in music.

2. Recma dallying

Recma's initial ranking for media agency billings in Australia for 2012 had MediaCom in the top spot, followed by OMD and Mitchells & Partners. In August, Recma issued a revision that put OMD and Mitchells & Partners in the top slot and dropped MediaCom to third, citing overand under-estimation. In October, after MediaCom complained, Recma released a final revision. The three agencies finished in a third-decimal-place dead heat. We sincerely hope everyone is happy now.

3. Malaysian politics

Malaysia's racially/ethnically/religiously charged election campaign drew Rapp Kuala Lumpur into the fray in April. The agency, according to several sources, created ads for the Malaysian **Chinese** Association that attracted criticism from many for inciting 'Islamophobia'.

4. **Hong Kong** TV licences

In October, the government sparked a public outcry when it awarded over-the-air TV broadcasting licenses to i-Cable and PCCW's Now TV, dashing the hopes of **Hong Kong** Television Network. The decision led to a series of sizable protests over cronyism. Media agency heads also expressed bewilderment. For most of the protesters though, it was just a prime chance to don black T-shirts, adopt serious-looking pouts and upload the pictures to Facebook.

5. Singapore online news regulations

A decree that major websites reporting on Singapore regularly (including the likes of Yahoo) had to obtain licences from the Media Development Authority (MDA) sparked widespread fears of censorship. One casualty was Breakfast Network, a news **site** that missed the application deadline and is now banned from posting content on social media.

TOP 5 MEDIA LAUNCHES

1. Spotify's expansion

Streaming music service Spotify launched in **Hong Kong**, Singapore and Malaysia in April. Advertising partners include Heineken, KFC, Maxis and Standard Chartered in Malaysia; CSL one2free and McDonalds in **Hong Kong** and H&M and Subway in Singapore.

2. Taobao Southeast Asia

China's largest b2b shopping **site** expanded to Southeast Asia in September with a new website and language translation feature. Before launch, Taobao already had more than 280,000 registered Singaporean users.

3. Mediamath Korea

Demand-side platform MediaMath and Cheil Worldwide tied up to expand in Korea, **China** and Southeast Asia. MediaMath co-founder Erich Wasserman said earlier this year that the agency is eyeing Asia-Pacific expansion, especially in India, **China**, Indonesia aside from Korea.

4. Weber Shandwick's Mediaco

Weber Shandwick launched content creation and distribution unit Mediaco in Asia-Pacific in August. Based in **Hong Kong** and with satellites in four other Asia-Pacific markets, this unit combines editorial, planning, production and paid media dollars to support distribution and discovery of content. Mediaco is led by head of digital, Asia-Pacific Jon Wade, who will drive the initiative with the support of a global Weber Shandwick team.

5. Havas' Arena

Havas Media launched Arena Media quietly in Asia in July, with offices in Australia, **China**, Taiwan, India and Southeast Asia. The move enabled Havas to take charge of LG's USdollars 400 **million** global account, given that it currently handles Philips Electronics in selected markets. Arena is fully integrated into Havas Media and without a regional **lead**. Nevertheless, it will pitch for **business** in its own right.

TOP 5 AGENCY HEADS

1. Paul Heath Chairman, Ogilvy & Mather Asia-Pacific

It's true that Paul Heath often makes an appearance on this list, and that is for a good reason. Ogilvy is still the network to beat and, under Heath's guidance, shows no signs of slowing down. The agency's stellar performance is down to a clear vision and delivery, and the way the agency has managed to position itself for the future. The goal of putting digital at the heart of such a large network is not easy, but one that Heath has achieved admirably.

2. Nick Waters, CEO Asia-Pacific, Aegis Media

Waters deserves special recognition for his impeccable handling of the dollars 4.9 **billion** Dentsu-Aegis deal in Asia, which he managed personally. Of course, the full outcome of the **acquisition** has yet to be felt, but it has certainly got off to a positive start. In contrast to the Publicis-Omnicom deal, a priority for Waters was putting everyone at ease, from clients to staff.

3. Matthew Godfrey, President, Y&R Asia

Perennially one of Asia's most respected admen, Godfrey has had a challenge at Y&R, but there are strong signs that all the hard work is now starting to pay off. Most of all, Godfrey is giving the network two very important things: **energy** and identity, both of which have been particularly apparent over the past year. Most recently, Y&R acquired IM2.0, forming VML IM2.0 - a smart move in **China** and an example of how the agency is thinking more like a digital start-up.

4. Charles Cadell, President, McCann Worldgroup APAC

For the first time in some years, McCann feels stable. Inspiring, even. The world-beating campaign for Metro Trains aside, Cadell can take credit for having given new momentum to a network that seemed to have lost its way. Notably, he has re-engineered the agency's once-stagnating **operations** in mainland **China** - an ongoing and by no means straightforward task - and led it to win sizable new **business** such as the global **China** Telecom account. Things might not be quite where he wants them to be yet, but they are clearly on the way.

5. Scott Kronick, President and CEO, Ogilvy PR Asia-Pacific

Kronick is something of an unsung hero. A fixture at Ogilvy and on **China's** PR scene for the past quarter of a century, he is preparing to take the reins at one of Asia's strongest networks. He has carved a niche for himself as a **China** expert. But his contribution to North Asia as a whole has been consistently strong, and it's good to see him at last step up to a regional role that is much deserved.

TOP 5 PR DISASTERS

1. JWT India's scam ads for Ford

When an illustrated print ad of bound women in the back of a Ford Figo driven by Italian premier Silvio Berlusconi went viral, heads rolled, including that of chief creative officer Bobby Pawar. Ford denied all knowledge, JWT India footed the blame and then turned around and fired those involved in a display of outrage. Apologies were made all around and the outraged internet gleefully ran the tale for weeks. It wasn't pretty.

2. Samsung's anti-HTC seeding

For an international **brand**, Samsung can sometimes think like a mean-spirited highschool kid. The Korean electronics giant bribed college students to post comments praising Samsung and taking down its rival HTC on Taiwanese forums. The smear tactic was caught and reported to Taiwan's Fair Trade Commission, which investigated, found Samsung guilty and fined it USdollars 340,000.

3. Subway's Ah Lian

The sandwich chain's attempt at 'connecting' with Singaporeans by using (mocking?) the local accent with a stereotypical bimbo character named Rose Wah **Chin** Swee did not go down well with the local

audience or its Malaysian neighbours. On YouTube the ad drew comments along the lines of 'I want to slap her so bad!' and 'What were you thinking, Subway?'

4. Les Deux Garcons insulting customers on Facebook

If a mild critique on your customer service leads you to call a customer a bitch on Facebook, it might be time to consider a change in career, perhaps to an under-bridge troll. The Malaysian patisserie made headlines when its comment 'we have no time for bitches' went viral. A halfhearted apology failed to cool the flames and the shop's Facebook page has since been taken down. For the better we believe.

5. Scoot's virtual flight catastrophe

Should your grand idea involve your customers staying up all night clicking a button, you'd better be darned sure all goes according to plan. When the budget airline's 'virtual flight' app crashed multiple times outraged and sleep-deprived participants took to the internet to express their outrage after realising the airline wasn't responding to enquiries on Facebook. Scoot eventually apologised and re-held the contest.

TOP 5 TURKEYS

1. Unilever's skin-whitening shame

Unilever's Citra **brand** in Thailand withdrew a **commercial** for its skin-whitening products that critics said equated dark skin with a lack of intelligence. It's not the first time ads in this product category have crossed the line, and we're certain it won't be the last.

2. AXA's pill-heads

AXA Life Insurance staged 'flash mobs' in Singapore to promote a counseling service for cancer patients. However, a series of brief skits starring young actors inexplicably wearing giant plastic pills atop their heads didn't quite strike the right tone for such a sensitive topic. (It's also not a flashmob, but that's another rant.) We doubt anyone walked away understanding what just happened, let alone the product benefits.

3. Behold 'Fukuppy'

This was the year that Fukushima Industries, a Japanese refrigeration **company**, created a winged, egg-shaped fellow named 'Fukuppy'. That says it all, really.

4. Nikon shows how not to do a how-to

'A new way to selfie', a video perpetrated by Nikon Malaysia, cast three young women and attempted to provide a tutorial on specific camera features. The execution was laughable, with horrendous sound quality, scorn-worthy acting, and worst/best of all, the unique grammar and pronunciation of the **lead** actress: 'Gl原因-mar' instead of 'glamour'; 'I'm going to show you a **brand** new camera that I has bought'; and 'Let's take a **group** photos'.

5. Water Wally

The Singapore authorities are masters when it comes to producing toe-curlingly bad public service music videos (anyone remember the Media Development Authority's 2007 rap?), and did not disappoint this year. Enter Water Wally, a giant droplet with the commendable aim of encouraging water conservation in the city. Naturally, this involved the enforcement of a goofy dance. His joining a young boy in the shower came in for particular criticism. 'The intention must have been for the greater good but the delivery reeks of mind control and paedophilia,' wrote one blogger.

TOP 5 DIARY STORIES

1. Pugilistic Sevens

The **Hong Kong** Rugby Sevens are never without an amusing tale related to over-enthusiastic alcohol consumption, but it's even better when that tale concerns someone well known to Campaign. News reached us in March that a prominent industry figure (clue: not Cindy Gallop) became so enraged when his team was knocked out of the tournament that he took to throwing windmill punches (in costume, of course) in the corporate box. No matter how hard you swing, you are hard pressed to beat that.

2. Jimmy Lam's Kam Fan meltdown

An unusually hotheaded Lam raised a few eyebrows at the Kam Fan awards in **Hong Kong** at the end of 2012. Sensing the potential of an attractive female presenter for his own awards show (AdFest), he tried to solicit her on stage. When her male counterpart (perhaps actually keen to work for AdFest?) tried to introduce himself, Lam brushed him aside with a curt 'Piss off'. He also complained vociferously about the sub-par digs laid on for him by the 4As.

3. Rob Campbell's reindeer romance

Campbell is the sort of person who spreads love wherever he goes. He certainly made an impression on a North Pole reindeer anyway. We understand the attraction was mutual, but have not been able to verify that.

4. Ken Mandel's starvation

Ken Mandel is someone who doesn't do things by half measures. After leaving Salesforce Marketing Cloud, he went into full 'de-corporatisation' mode. Legend has it that the man sometimes referred to as 'the Beast of Bangkok', on a quest for inner peace, subsisted for several weeks on a diet of coconut water and sunshine in Koh Samui. Thankfully he did eventually decide to return to the world, recently resurfacing at HootSuite.

5. Matt Harty's 'Chopper Read' picture

This merits another airing because it is so true to life. We salute you again, Mr, er, Read.

SEPARATED AT BIRTH

James Parsons, Flamingo - Julian Assange

Nico Abbruzzese, Maxus - Girolamo Panzetta

Charles Brian-Boys, Alchemy Asia - Steve Buscemi

Stuart Clark, Havas - Odo

Alvin Lim, Drafftcb - Crayon Shin-chan

Marion McDonald, Ogilvy Public Relations - Sarah Brightman

CHATTER

'We call it 'horizontal', which has unfortunate connotations.' - Speaking at Media360 Asia, WPP's Martin Sorrell notes the linguistic pitfalls of trying to get his staff to work closer together.

'Everyone loves Mark. From clients and creatives to suits, and most likely my wife. He makes me sick.' - Wieden + Kennedy's Rob Campbell says Mark Heap is the man women want and men want to be like.

'It's a most unique challenge.' - Dentsu Asia's new chief creative officer Ted Lim diplomatically admits that the agency needs to change how it is perceived.

'It was like dental proctology.' - Amar Urhekar of McCann Health recalls the fun he had trying to convince IPG to make an **acquisition** in Japan last year.

'Ideally, a **brand** should use this kind of humour when it's feeling suicidal - when it wants to skip a gradual decline and just wants a quick death.' - Y&R's Hari Ramanathan offers an explanation for Subway's decision to position itself as the food of choice for glamorous 'ah lians' in Singapore.

'They think it's a very posh **company**; a food store exclusively for managers.' - Yumi Li, **commercial** director of Pret A Manger in **Hong Kong**, says the subtleties of the French language are still lost on most local customers.

'I remain a violent **Chinese** bull.' - Martin Sorrell gets a second airing for this gem.

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