ASIAN ADVERTISING 2007 In Commemoration of the 50 years of AdAsia and 30 years of AFAA



ASIAN ADVERTISING 2007

9th Floor Korea Advertising Culture Center, 7-11, Sincheon-dong, Songpa-gu Seoul 138-921, Korea

Tel 02-2144-0750 Fax 02-2144-0759

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► Chairman's Message



Sang Jo Nahm / Chairman

Asian Advertising - 2007 is published in commemoration of 50 years of the Asian Advertising Congress (AdAsia), held every other year, and 30 years of the Asian Federation of Advertising Associations (AFAA). For this reason, I wish to invite all our colleagues to reminisce a few minutes on the development of Asian advertising during the last 50 years.

Half a century ago, in 1958, a few dedicated visionaries in marketing communications in Japan pulled their forces together and launched an Asian Advertising Conference in Tokyo. Altogether, there were slightly over 100 delegates, including eight from five foreign countries. Two years later, 35 overseas delegates from five countries participated in the conference. It became a congress instead of merely a conference.

Manila was the host city for the Third Congress, in 1962, followed by Hong Kong in 1964, and the Fifth Congress was held in Taipei and blessed by none other than Generalissimo Chiang Kai-shek, setting precedent for the chief-of-state to address the Congress. The Fifth Congress also adopted an important resolution calling for the formation of the Asia Pacific Advertising Association. The realization of this resolution took a while to materialize, but the idea bore fruit a little over a decade later and the Asian Federation of Advertising Associations (AFAA) was born in 1978, thanks to the late Antonio De Joya's tireless and dedicated work.

When the International Advertising Association, IAA, launched its land-mark survey on international advertising expenditures in 1960, there was only one country reported in Asia: Japan. Eight years later, the number of countries included in this important report increased to twelve in Asia. The 1968 IAA survey showed total Asian advertising expenditures at US\$1,719.8 million, of which 85 percent was for Japan, and Asia (called East Asia in the report) represented 6 percent of the world's total advertising, which amounted to \$30,866 million.

The survey is now conducted by a few leading media and research companies, among which ZenithOptimedia is one. Its latest forecast (December 2006) shows that the 2007 Asia-Pacific share now stands at 21.3 percent of the world's total. In volume, the Asia-Pacific region accounted for \$96 billion of the total world, which stood at \$451 billion. In short, the volume of advertising in the Asia-Pacific region grew by around 56 times while the total world figure showed roughly 15-times growth during the 40-year span of 1968 to 2007. Meanwhile, China and Vietnam, the two former socialist economies, have switched to the market economy.

With the support by the Asian advertising industry, AdFest is held in Pattaya, Thailand every March. It is not only an award-winning event but also a training ground for young aspiring advertising professionals. The impressive event is only 10 years old but it has grown by leaps and bounds. When it was launched amidst the Asian financial crisis of 1998, it drew 200 professionals and the number of entries was 778. In 2006, there were 1,400 participants and 4,738 entries. Another noteworthy project is underway: the Asia Pacific Media Forum, held annually in Bali, Indonesia. Only two years old, the APMF has a bright future and draws future media professionals meeting the mounting challenges.

Asian Advertising - 2007 is a humble book (and CD), but it is a record of the tremendous development of Asia's past 50 years of advertising. It is the result of hard work given voluntarily by AFAA representatives, many writers, contributors and staff involved in the production. My sincere appreciation to all of them.

Before closing, I wish to express my deepest appreciation to Dentsu for its grant, without which this book would not have seen the light of day. On behalf of AFAA and its members, I wish you to join me in congratulating the publication of *Asian Advertising - 2007*.

Viva Asian Advertising!

Sang Jo Nahm Chairman

► AdAsia 2007 Congratulatory Address



Joseph Ghossoub

Chairman and World President IAA

Dear Friends,

What an exciting time to be an ad man (or woman) in Asia. This is one of the largest, most exciting and promising markets worldwide for our industry, and I am thrilled to be thrust into the thick of it with the AdAsia 2007 forum in Jeju.

For the better part of the last century, AdAsia and the Asian Federation of Advertising Associations have convened these wonderful platforms for the exchange of information and ideas, strategies and insight, in locations as diverse and dynamic as India, the Philippines, Thailand, Taiwan and Singapore.

I believe this same diversity and dynamism is what continues to propel the Asian marketing and advertising industry relentlessly forward, through the economic, political and social crises of recent years. Economic growth is good but twinned with the relentless drive to be ever better, to innovate and to keep pace with the cutting edge, it is unstoppable.

There is no question about the quality of the creativity in this region. From Cannes to Clio, Asian agencies and Asian advertising professionals continue to be singled out for top international accolades.

There is also no question about the growth potential in this region. Recent media consumption surveys show promising patterns with rapid take-up in online, and strong numbers in television, radio, newspapers and magazine. These factors, combined with the promise of Asia's growing population, make for a heady combination indeed.

I believe the international advertising community can learn a great deal from Asia: lessons on successfully reaching ethnic communities, bridging cultural divides and retaining agility and speed without compromising on quality. I am confident this commemorative book will help spread those lessons around the world.

I would like to thank AdAsia, first and foremost, for recording and sharing these lessons for the last 50 years - a half century of great work. What began with a small but prominent group of individuals has grown into an organization with representation in 15 nations. The first AdAsia conference in 1958 drew 130 Japanese delegates, and an addition 10 from five other countries. We certainly have come a long way since then!

I would also like to extend my congratulations to the Asian Federation of Advertising Associations (AAFA), for all that they have done and continue to do. The IAA has a history of cooperation with the AFAA over these last 30 years, and I look forward to reinforcing these bonds.

In closing, I would like to extend my appreciation to all those who worked to bring this conference to fruition, and to thank our friends in the ad community in Korea and the Korean people for hosting us in this wonderful city.

Thank you and congratulations

 $8\cdot$ Asian Advertising - 2007 Acknowledgement / A Few Words from the Coeditors $\cdot 9$

► Acknowledgments

First and foremost, we wish to thank the following writers and contributors (in the order in which they appear on the AFAA membership list) for *Asian Advertising - 2007*:

Dr. Pradeep Bhattarai, Nepal

Ramon Faustino L. Dolor II, Cynthia S. Jacinto and Raymond K. Nacino, Philippines

Ramesh Narayan, India

Indra Abidin, Indonesia

Tanvir Kanji, UAE

Japan Advertising Federation, Japan

In Sup Shin and Dong Hyun Kim, Korea

Nantha Kumar, Malaysia

Eddie Chan, Singapore

Jonathon Chen and Cheng Tzu-leong, Ph.D., Taiwan

Saravudh Anantachart, Ph.D., Thailand

Wen Chunying, Ph.D., China

We thank many AFAA representatives who gave their support to this significant publication. Also our sincere appreciation to contributors in the Movers and Shakers section, who played important roles for the development of advertising in Asia during the past half a century. The hard work of carrying out the many tasks involved in coordinating this effort, carried out by James Matthews, AFAA Secretariat, deserves our word of thanks.

We wish to express our deep appreciation to Mr. Hwan Kim, Deputy General Manager, and Miss Yeon Joo Lee of KFAA, who gladly gave so much of their time for the book far beyond their duties. Our appreciation to Gary Rector for his help and advice on English.

Last but not the least, our sincere appreciation to Mr. Shinzo Okamoto, Senior Executive Officer, Corporate Communications Division, Dentsu, Japan, and his staff for their dedicated support in tracing and discovering archive records of the launch of Asian Advertising Conference in Tokyo 50 years ago in 1958. A brief summary of the early records appears in a four-page article in "Asian Advertising Congress -How It Started."

In Sup Shin
Visiting Professor
Hallym University
Coeditor

Dong Hyun Kim Vice Chairman

Korea Federation of Advertising Associations

Coeditor

► A Few Words from the Coeditors

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m A}$ few words are in order to help readers understand the book and CD.

Asian Advertising -2007 is published in commemoration of 50 years of the Asian Advertising Congress (AdAsia) and 30 years of the Asian Federation of Advertising Associations (AFAA). Asian Advertising - 2007 is composed of two parts: the book (orange cover) with the CD inserted in the jacket and another book (blue cover).

The book (orange cover) consists of:

- · Chapter 1: Photo collections of Asian Advertising Congresses (AdAsia)
- · Chapter 2: Asian Federation of Advertising Associations (AFAA)
- Movers and Shakers featuring prominent persons who contributed to the development of advertising in Asia.
- · About the Writers

Another book (blue cover) consists of:

- · Chapter 3: Asian Advertising Development since 1958 when the first conference (congress) was held in Tokyo, Japan
- · Chapter 4: Current Status of Advertising
- Movers and Shakers featuring prominent persons who contributed to the development of advertising in Asia.
- · About the Writers

The book (orange cover) is more or less a collection of photographs of AdAsia held in different Asian countries and AFAA activities. The CD covers the entire text. A limitied number of the book (blue cover) is published to help interested professionals and academia as well who prefer a book format.

Every effort has been made to include information on all 16 AFAA member organizations, but some members have failed to respond and as a result there are countries missing in the book. This is true with Chapter 1, which covers AdAsia. Although the biennial AdAsia has been held 25 times since 1958, there are many congresses for which we were not able to obtain any records.

While the initial intention was to present articles in standardized format, we found it quite difficult to do so because of different stages of advertising development in various AFAA member countries. Also, we accepted the texts just as they were submitted by individual contributors.

Although China is not an AFAA member, we included China in view of its importance in Asian advertising development.

Meanwhile, coeditors tried to maintain the text as submitted unless they found factual errors, so as to keep the original "flavor" of the articles.

While coeditors primarily relied on articles and materials provided by writers arranged through AFAA representatives, they also used articles and materials collected or contributed by individuals. In such cases, the source is stated.

The order of texts in the book and the CD follows the AFAA member list.

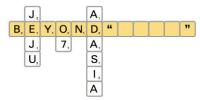
AFAA Member List

- 1. Accredited Advertising Agencies Association Sri Lanka
- 2. Advertising Agencies Association of Bangladesh
- 3. Advertising Agencies Association of Nepal
- 4. Advertising Board of the Philippines (AdBoard)
- 5. Advertising Council of India
- 6. Indonesian Association of Advertising Agencies
- 7. International Advertising Association UAE Chapter
- 8. Japan Advertising Federation (JAF)
- 9. Korea Federation of Advertising Association (KFAA)
- 10. Malaysia Advertisers Association
- 11. Mongolian Advertising Association
- 12. Pakistan Advertising Association
- 13. Singapore Advertisers Association
- 14. Taipei Association of Advertising Agencies15. The Advertising Association of Thailand
- 16. The Association of Accredited Advertising Agents of Hong Kong

In Sup Shin Visiting Professor Hallym University Coeditor **Dong Hyun Kim** Vice Chairman KFAA Coeditor Congratulations on the 50th anniversary of AdAsia and 30 successful years for the AFAA.









Asian Advertising Congress (AdAsia)

Asian Advertising Congress - Executive Summary

Asian Advertising Congress - How it Started

Asian Advertising Congress (AdAsia) at a Glance

Asian Advertising Congress 1958 (1st), Tokyo

Asian Advertising Congress 1960 (2nd), Tokyo

Asian Advertising Congress 1966 (5th), Taipei

Asian Advertising Congress 1984 (14th), Seoul

Asian Advertising Congress 1986 (15th), Bangkok

Asian Advertising Congress 1990 (17th), Kuala Lumpur

Asian Advertising Congress 1993 (18th), Tokyo

Asian Advertising Congress 1995 (19th), Bali

Asian Advertising Congress 1997 (20th), Manila

Asian Advertising Congress 1999 (21st), Pattaya

Asian Advertising Congress 2001 (22nd), Taipei

Asian Advertising Congress 2003 (23rd), Jaipur

Asian Advertising Congress 2005 (24th), Singapore

Asian Advertising Congress 2007 (25th), Jeju

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CHAPTER 1

Asian Advertising Congress

Executive Summary

In a few Asian countries, national advertising awards were available from the early days after World War II. But, they were "national." Probably an exception might have been the All Japan Radio and Television Festival, better known by its acronym, ACC, which accepted international entries for a while.

As Asian advertising grew by leaps and bounds in the 1970s and thereafter to reach some 20% of the world's total advertising expenditures by the end of the last century, clearly there was an urgent need to have a regional creative festival. In addition, there were rising demands for proper assessment of Asian creativity. As a result, to meet such a need and demand, the Asia Pacific Advertising Festival, AdFest, was born in 1998 with its venue in Pattaya, Thailand, showcasing Asian creativity.

Now in its 10th year, AdFest recorded 3,738 entries in 2006, up from 778 in 1998. When it was launched ten yeas ago 200 delegates attended the Festival, which grew seven times to 1,400 in 2006. Unlike advertising festivals in the Western countries, AdFest is a nonprofit organization with low entry fees. AdFest hosts seminars for the young Asian creators during the festival. Also brewing is the Asia Pacific Media Forum, initiat-

ed in Indonesia, and its first Forum was held in Bali in March 2005, drawing 300 participants and speakers from AsiaPacific, US, UK and Europe. It is designed to foster greater dialogue among Asian media professionals.

Multiracial, multicultural, multilingual and multireligious, Asia is not a single market. However, it is amazing that the Asian Advertising Congress, fondly nicknamed AdAsia since 1984, has continued to not only survive but prosper, becoming a biennial event drawing over 1,000 delegates from its birth in 1958 with some 100 delegates, of which only eight were from five other Asian countries.

To participants or otherwise, the following presentations of AdAsia, AdFest, Asia Pacific Media Forum and other activities in Asian advertising during the last half a century is truly a fascinating panorama of the events and people that played a role in the tremendous development of Asian advertising.

We firmly believe that this pictorial presentation along with CD in the jacket of the book will be of tremendous value to all interested readers, both practitioners and academics as well, as there is no other publication of this nature.

It is a vivid record of Asia's dynamic advertising development. We are sure you will find the book and CD fascinating, interesting and very informative.

In Sup Shin Dong Hyun Kim Coeditor Coeditor



Birth of AdAsia

When the 14th Asian Advertising Congress was held in Seoul in 1984, the idea of giving an abbreviated nickname to the Congress was born. Mr. In Sup Shin, secretary general of the congress then, kept its many discussions and meetings under Memorandum for Record. Article 2 of Memorandum No. 1, dated May 11, 1983, has the following:

I. S. Shin to come up with three themes by next meeting for decision.

Memorandum No. 3 of May 21, 1983 has the following record under article 6.

6. Cohen (one of the committee members) came up with three different themes. Shin personally agreed with "ADASIA '84—Learning through Sharing in the World's Most Dynamic Growth Area," which was also the second choice of O&M (Ogilvy & Mather) Hong Kong. This was one of the three initial selections.



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CHAPTER 1

Asian Advertising Congress

How it Started

In the Beginning ...

Page 1 of Dentsuho, April 25, 1958, reporting the opening of

the 1st Asian Advertising

Conference in Tokyo, Japan.

There were two key players: Mr. Toyonobu Domen and Mr. Hideo Yoshida. Mr. Domen was president of Ajinomoto and, concurrently, president of the Japan IAA, and Mr. Yoshida was president of Dentsu and also IAA's vice president for the Far East.

It was 10:00 a.m., Tuesday, April 22, 1958, when an opening announcement was made that began a three-day event in International House of

by In Sup Shin

Japan in Tokyo. The sponsoring organization was the Japan International Advertising Association, JIAA. And thus the 1st Asian Advertising Conference was launched. The conference was attended by only eight foreign delegates from five countries: Egypt, Hong Kong, India, Taiwan, and Thailand. In addition, there were some 100 Japanese delegates.

This was 50 years ago.

That modest conference became a congress in 1960 and was nicknamed AdAsia in 1984. The 100 or so participants from six countries at the first conference now mushroomed to over 1,000 delegates from some two dozen countries, including participants from other parts of the world. The biennial event became the most significant advertising congress held in the Asia-Pacific region. It also produced a sibling of sorts, AdFest, held annually in Thailand since 1998, which has now become an unmistakable Asian pinnacle of creativity attracting over 4,000 entries each year.

The three-day conference included speeches by Mr. Domen and Mr. Yoshida, along with congratulatory addresses by the Foreign Minister, the Minister of International Trade and Industry, and the President of the Chamber of Commerce and Industry. The European IAA president and vice president also sent their congratulatory messages. In the business session, the five country representatives introduced the current advertising situation in their respective countries. Days two and three included tours of a leading newspaper, a TV station, the Japan Advertising Federation (JAF), and the Dentsu Advertising Awards ceremony, in addition to taking in a traditional Japanese play at Kabukiza.

The address by Mr. Domen, the JIAA president could be called profound in that he foresaw the days when Asia would become an important economic bloc. The following is an excerpt from his opening address:

"In reality the world economy is such that it is divided into different regional blocs in one form or another, each bloc having problems of its own. Consequently, it is necessary to start advertising also on a regional level. In fact, by promoting regional economic developments, we can expect the programs of the entire world..."

As the president of Ajinomoto, the largest food company in Japan and a brand known all over Asia from pre-World War II days, Mr. Domen had the foresight to see what was coming.

As if to echo Mr. Domen's vision, Mr. Yoshida delivered his epochal speech. To quote:

"Someday in the not-too-distant future, Asia will also confront the day when it must establish a scheme similar to that of Europe. In this event, the role which the Asian advertising



Toyonobu Domen, president of the Japan International Advertising Association, delivers a message of welcome at the opening ceremony of the second Asian Advertising Congress held yesterday at the Dal-Ichi Hotel, Tokyo. The ceremony was attended by 33 foreign delegates from Nationalist China, Hongkong, India, Iran, the Philippines and Thailand, as well as 60 Japanese representatives. Following the three-day conference, the foreign delegates will leave for Osaka Wednesday night to meet local ad men and inspect a local spinning factory and distillery. Thursday night the group will proceed to Kyoto and Nara to take in the sights until Saturday.

industry must fulfill in the healthy and smooth development of an 'Asian Common Market' plan will be great and significant. That is why the Japan International Advertising Association is sponsoring this Asian Advertising Conference."

In the minutes of the business session held on the second day, Mr. Jaini of India moved that a committee be organized for future conferences with the goal of establishing an Asian Advertising Association. The motion was carried. The idea took 20 years to materialize, and the Asian Federation of Advertising Associations, AFAA, was born in 1978.

Subsequently, Dentsu of Japan was given the task of coming up with an appropriate plan. Mr. Yoshida of Dentsu duly reported in his letter of March 25, 1959, that "by careful deliberation on the part of the five-member committee, the conclusion was reached that an advertising congress

On October 25, 1960, The Japan Times reported on the 2nd Asian Advertising Congress in Tokyo, Japan.

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Mr. Hideo Yoshida, the fourth president of Dentsu Inc.

would be the preferable format to adopt." In the one-page Draft Bylaw for the Asian Advertising Congress attached to the letter, we find what was foreseen 50 years ago.

More than anybody else, Mr. Yoshida contributed to bringing the Asian Advertising Congress to reality. His contribution extends not only to Dentsu but also to the entire advertising and mass media industry in Japan. Moreover, it was he who pushed for the advancement of Asian advertising. It is not surprising that Mr. Yoshida was given the IAA Man of the Year Award in 1961. While he has published no autobiography, there are seven books that have been written about him!

A quote from the Report of Proceedings best describes the future hopes the organizers of the 1st Asian Advertising Conference had for this event.

It is hoped that April 22, 1958, will someday be a date commemorated throughout Asia, particularly among those people associated with the world of advertising, for it was on this day that the First Asian Advertising Conference was officially opened at 10 a.m.

The Asian Advertising Conference changed its title to Asian Advertising Congress at its next gathering in 1960, which drew 35 overseas delegates from five countries. The number of delegates more than quadrupled, and 17 of them took a trip to Osaka, Japan's second-largest city, where they took a break to appreciate the ancient cultures of the neighboring cities of Kyoto and Nara. The rest of the Asian Advertising Congress is history.

Mr. Yoshida, the de facto founder of AdAsia, died at the young age of 59 in 1963, but he left an indelible mark on the development of Asian advertising.

List of Foreign Delegates:

Mr. Abdalla A. Bari, Reader's Digest Arabic Edition, Cairo, Egypt

Mr. Jagan N. Jaini, Chairman, National Advertising Service Private Ltd., Bombay, India

Miss Elma Kelly, Managing Director, Cathay Ltd., Hong Kong

Mr. Lu Yao-chang, President, Taiwan English Press, Taipei, Taiwan

Mr. Derek J. Nurse, Manager, Marklin Advertising Ltd., Hong Kong

Mr. G.G.K. Reddy, PR Officer, The Hindu, Madras, India

Mr. Chatrasobhon Svasti, Manager, The Chatra Press (Advertising), Bangkok, Thailand

Mr. John Weller, Manager, Cathay Ltd., Bangkok, Thailand Note: Our deepest appreciation goes to the Japan IAA Chapter and the Corporate Communications Division of Dentsu for their assistance and cooperation in providing materials and data for this article. Specifically, Mr. Shinzo Okamoto, Senior Executive Officer; Mr. Noriyuki Shutto, Executive Adviser, and their staff in the Corporate Communications Division in Dentsu; also, Mr. Takayuki Shimizu, Executive Director, IAA Japan Chapter; and Mr. Ryuichi Irisawa, Representative Director/Executive Vice President, Phoenix Communications, Seoul, Korea.

Asian Advertising Congress (AdAsia) at a Glance

No.	Dates	Venue	Logo	Theme
1	Apr. 22 – 24, 1958	Tokyo, Japan	Too No. 1986 Tooys, Japan	To determine and discuss common problems and to pave the way to mutual development
2	Oct. 24 -29, 1960	Tokyo, Japan	2nd The 2nd, 1860 Talya, Japan	More Advertising, More Trade, More Prosperity
3	Oct. 15 —19, 1962	Manila, Philippines	The 3rd, 1963 Marris, Philippe	
4	Nov. 2 -6, 1964	Hong Kong	The kin, 1964 Nong Kong	Be4 you 4get
5	Nov. 4 – 9, 1966	Taiwan	The Sth. 1996 Naper. Republic of China	Advertising and Asian Economic Growth
6	Jun, 26 – 29, 1968	Kuala Lumpur, Malaysia	The Gib., 1965 Husta Cumpur. Matayas	Towards More Effective Communication in Asia
7	Nov. 18 –20, 1970	New Delhi, India	The FM, 1870 New Delta, India	Advertising and the Emerging Market of Asia
8	Nov. 6 – 9, 1972	Bangkok, Thailand	The Bittle, 1972 Biospeck, Thalland	The Constructive Role of Advertising in Asia
9	Nov. 3 – 8, 1974	Jakarta, Indonesia	Comments of the comments of th	Modern Advertising and Its Social Responsibilities of Change in Asia
10	Nov. 1 -5, 1976	Sydney, Australia	The NDs. 1976 Sydney, Australia	
11	Nov. 15 – 18, 1978	Manila, Philippines	The 11th 1978 Manta, Philopore	Responding to the Imperatives on Change in Asia
12	Sep. 15 – 19, 1980	Singapore	The title 1980 Sensions	Communications towards Asia's 21st Century
13	Sep. 27 – Oct. 1, 1982	New Delhi, India	ADGROTUS The tale seat. New Ceth. local	Advertising - An Essential Input for Economic Growth

No.	Dates	Venue	Logo	Theme
14	Jun, 18 – 21, 1984	Seoul, Korea	ADASIA-84 SEQUE	Advertising - Helping Asia Grow
15	Jul. 7 – 11, 1986	Bangkok, Thailand	7-11 July, 1996 Bangkos Ad-Venture in the Asian Economy	Ad-Venture in the Asian Economy
16	Feb. 18 – 22, 1989	Pakistan	february 15-22 1999 Adasla 89 Pakssan typitar standard team	Together Towards Tomorrow
17	Nov. 5 – 8, 1990	Kuala Lumpur, Malaysia		ADVERTISING, to Power Tomorrow's Powerhouse : Asia
18	Nov. 7 – 10, 1993	Tokyo, Japan	ALISAN 93 TONYO	The Winds of Change from Asia
19	Nov. 6 – 9, 1995	Bali, Indonesia	AddStA'95	Uptrend in Asia
20	Nov. 12 – 15, 1997 N	Manila Philippines	ADÅSIA 97	IMGINASIA
21	Nov. 17 – 20, 1999	Pattaya, Thailand	Ad ASIA'99	INNOVASIA
22	Nov. 19 – 21, 2001	Taiwan	Adasia 2001 Taipei	From Evolution to Revolution
23	Nov. 11 – 14, 2003	Jaipur, India	AND STATE OF THE PARTY OF THE P	Break the Rules
24	Nov. 20 – 23, 2005	Singapore	ADASIA 05 writing enade	Winning in Asia
25	Oct. 21 -24, 2007	Jeju Island, Korea	A STANDARD	Beyond "" AdAsia 2007 Jeju

AdAsia 1958 Tokyo

1st Congress



Slogan: To determine and discuss common problems and to pave the way to mutual development Date: Apr. 22 – 24, 1958

Venue: International House of Japan, Tokyo
Participants: Six (6) countries. Around 100 including eight (8) overseas delegates from five (5) countries.

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Asian Advertising Congress 1958 (1st), Tokyo · 25

CHAPTER 1

Asian Advertising Congress 1958 (1st), Tokyo

by Japan Advertising Federation

1st Asian Advertising Congress - Genesis of AdAsia

What has become known today as AdAsia had its genesis in initiatives taken nearly 50 years ago by two Japanese gentlemen blessed with remarkable foresight. Their ability to inspire unity while working to advance advertising standards in the region led to the first Asian Advertising Congress, which took place in Tokyo in 1958. Organized by the Japan International Advertising Association (JIAA), the date of the initial conference was timed to coincide with the 20th anniversary of the International Advertising Association (IAA).

The two Japanese gentlemen credited as being the driving force behind the first Asian Advertising Congress were Mr. Toyonobu Domen and Mr. Hideo Yoshida. Mr. Domen was the president of Ajinomoto, the largest food company in Japan. At that time, he was also serving as president of the Japan Marketing Association and the Japan International Advertising Association. Mr. Yoshida was the president of Dentsu, Japan's largest advertising agency, as well as a regional vice president of IAA Far East. Both men had the vision to recognize the increasing importance of advertising and the need to foster a culture of pro-

fessionalism within the industry.

The three-day congress was held at the International House of Japan and commenced on April 22. Congratulatory messages were received from George Kendall of the IAA and Dr. Rudolf Farner, Regional Vice President of IAA Europe. The overseas delegates included Mr. Abdalla Bari (Egypt), Mr. Jagan N. Jaini (Bombay¹, India), Ms. Elma Kelly (Hong Kong), Mr. Lu Yao-cheng (Taipei, Taiwan), Mr. Derek J. Nurse (Hong Kong), Mr. C.G.K. Reddy (Madras², India), Mr. Chatrasobhon Svasti (Bangkok, Thailand) and Mr. John Weller (Bangkok, Thailand). They were joined by approximately 100 participants, mostly JIAA members, from Japan.

During the opening ceremony, the Japanese Foreign Minister, the Minister of International Trade and Industry³, and the President of the Japan Chamber of Commerce and Industry delivered welcome messages. The keynote address was given by Mr. Domen. He stressed the significance

of the conference, saying that the advertising industry had reached the stage where it was no longer simply a matter of domestic concern, but rather something that now should be viewed from an international perspective. He went on to say that although various problems within the industry needed to be approached with due consideration to its implications worldwide, the reality was that the world economy was such that it was divided into different regional blocs, each with its own distinctive problems and solutions. Mr. Domen stated that a European advertising congress was held in Zurich in 1955, and again in The Hague in 1957, to discuss common issues and concerns pertaining to Europe. Now the same could be said of Asia, he declared, and he exhorted the participants to be forthright when exchanging views on the issues facing the Asian advertising industry.

Speaking after Mr. Domen, Mr. Yoshida said:

"Advertising serves mankind in promoting higher living standards through encouraging the mass production of low-priced goods of high quality. I firmly believe that only through the true development and progress of advertising in Asia can there be the true prosperity and happiness of the people in the region. The roles the advertising industry play will become increasingly important. I propose that an organization similar to the European International Advertising Association be established in Asia."

The first business session after the opening ceremony was chaired by Mr. Domen. The delegates were asked to brief the participants on the advertising situation in their respective countries and regions. The following report was delivered by the delegate from India:

"Industrialists in India have come to realize the importance of advertising in creating demand for their products. The greatest difficulty we face is the number of different languages used in India. You can easily imagine the problems we have [to overcome in order] for a nation-wide campaign to be effective.



Scene from the 1st Asian Advertising Congress. (International House of Japan)

¹ Renamed Mumbai in 1995

² Renamed Chennai in 1996

³ This ministry was reorganized into the Ministry of Economy, Trade and Industry in 2001

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Asian Advertising Congress 1958 (1st), Tokyo · 27

Newspapers are the most important medium, followed by film advertising at cinema theaters. There are 21 radio stations, but the government doesn't approve advertisements on radio. There is one government TV station, but it doesn't air advertisements because TV sets have not been introduced to many households. The biggest advertiser is the government with an annual advertising budget of nearly ten million rupees. There are 109 advertising agencies, but only 35 of them are members of the Advertising Agencies Association in India."

Report by the delegate from Egypt:

"The advertising industry in this region is still on its way to progress, though it is growing steadily. In Syria, advertising is still in an infant stage. There are two advertising agencie and more than 30 daily papers each of which has a circulation of 3,000 to 4,000 copies. In Egypt, there are four morning dailies, two evening dailies, one weekly periodical, six weekly rotogravure magazines and six monthly magazines. There are six advertising agencies with worldwide connections. Newspapers are the major medium. In addition to newspapers, outdoor advertising, slides at cinemas, window displays, and DM are used. There are neither radio nor TV advertisements."

Report by the delegate from Hong Kong:

"Hong Kong has one big advantage. That is language. We use only two languages-English and Chinese-in ads. If copy is written in Chinese, it works in Burma (Myanmar), Indonesia, Thailand and other areas in the region. The most important medium is newspapers. Hong Kong is like a small city and is geographically small. We have everything, any kind of advertising you want. We have press, outdoors, cinema, radio and one TV station. There are a number of magazines which cover all of Asia. Neon signs are becoming very popular as a medium but are quite expensive. Numerous American and European agencies have come to Hong Kong. The market is highly competitive, which leads to high-quality services being extended to advertisers."

Report by the delegate from Thailand:

"Advertising is considered underdeveloped and most advertisers do not realize the need and importance of advertising and advertising agencies. Major media are TV and radio. There are 43 radio stations throughout the nation and 2 commercial TV stations in Bangkok. Using short-wave broadcasting is regarded as effective in reaching affluent targets. We have numerous dailies and weeklies but there is no publication that is read throughout the nation. Billboards and neon signs are also extensively used."

Report by the delegate from Taiwan:

"Most newspapers are mainly published in Taipei and there are five major newspapers. All the papers except for the two English papers are in Chinese. American and European advertisers use English-language newspapers. Japanese clients sometimes use both English and Chinese papers. Advertisements on magazines are placed directly by clients without going through ad agencies. We have nine government and 22 commercial radio stations.

Commercial radio stations are quite strong as media. TV has not been introduced to Taiwan. Cinema advertisements are done in the form of slides. Billboards, particularly neon sign advertisements, are becoming popular. Last month, the Taiwan Advertising Agency Association was established in Taipei. Its membership consists mainly of outdoor advertising agencies."

Report by the delegate from Japan:

"The total advertising expenditure in Japan for 1957 was 94 billion ven which was 1.13% of gross national income. Total advertising expenditure 10 years ago in 1947 accounted for only 0.15% of gross national income. This shows clearly the tremendous leap of advertising activities in Japan. Among all the media, newspapers hold the leading position with nearly 60% of the total advertising expenditure. Magazines are also a very effective medium. Recently people's preferences are shifting from monthly magazines to weekly magazines. Radio as a medium is increasingly becoming strong. This is the sixth year since the commencement of commercial radio broadcasting and radio commercials hold 16% of total advertising expenditure. There are currently six commercial TV stations and TV commercials account for 6.4% of total advertising expenditure. More and more new TV stations are expected to come into existence and TV as a medium will become very strong in the near future."

During the business session on the second day, Mr. Jaini of India put forward a motion for the establishment of a committee to organize future



Dinner with the Japan Advertising Federation. (Tokyo Kaikan)

conferences. He also proposed that bylaws be prepared for the formation of an Asian Advertising Association. Mr. Jaini's motion was unanimously approved and it was decided that the organizing committee should consist of five members from Japan and one member from each of the other participating countries. The committee members from Japan were entrusted with drafting the preliminary bylaws.

The closing ceremony for the 3-day conference was held at the Daiichi Hotel, after which many of the participants took the opportunity to attend the annual convention of the Japan Advertising Federation or visit ad agencies and broadcast studios

Asked for their impressions, the overseas delegates had the following comments on the first Asian advertising conference and the Japanese ad industry in general:

"Advertising in Japan is above the level of other countries in the rest of Asia, in terms of both quality and quantity. Japan's great ability

has enabled the lifting of advertising to the level of a professional industry."

- Representative from India

"I was surprised to learn the large scale of the advertising world in Japan. The quality level of advertising agencies in various countries in this region is still low. It is necessary to improve it to the levels existing in Europe and the US."

- Representative from Hong Kong

"I learned that there are three kinds of associations in Japan - one for advertisers, one for media and one for ad agencies. When I return home I would like to try to set up such associa-

- Representative from Taiwan

"The exchange of information will help mutual understanding and I believe that this will help advance the Asian advertising world. I would like the Asia Advertising Conference to put emphasis on drawing the attention of

Reports were delivered by delegates of each participating country at the 1st Asian Advertising Congress. (International House of Japan)



European nations as well as the US to again recognize Asia as a market."

- Representative from Thailand

"I was surprised by the large advertising volume in Japan. This demonstrates how eager advertisers are to sell their products. We have many things in common in Asia and Africa. Using this opportunity, I think it is very important to have an organization where we can share our common interests and problems."

- Representative from Egypt

The first Asian Advertising Congress provided a much-needed forum for the exchange of ideas on ways to raise standards, boost consumer confidence and strengthen the standing of the industry as a whole. However, much as in the first Asian Broadcasting Congress, hosted by the Japan Broadcasting Corporation (NHK) the previous year, emphasis during the advertising congress was placed on unity and the ability to achieve shared aims through cooperation. Nearly a half a century has passed since these conferences were held but, looking back now, we can clearly see the important role they played in paving the way for present-day collaboration and solidarity.

AdAsia 1960 Tokyo

2nd Congress

Slogan: More Advertising, More Trade, More Prosperity 2nd Date: Oct. 24 – 29, 1960

Venue: New Daiichi Hotel, Tokyo

The 2nd, 1960
Tokyo, Japan

The 2nd, 1960
Participants: Approximately 140 from six (6) countries including 38 overseas delegates from five (5) countries.

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Asian Advertising Congress 1960 (2nd), Tokyo · 31

CHAPTER 1

Asian Advertising Congress 1960 (2nd), Tokyo

by Japan Advertising Federation

2nd Asian Advertising Congress - Building on Success

Following the first advertising conference, the organizing committee that was created to draft preliminary bylaws for a permanent congress met in Tokyo. Members of the committee included Mr. Domen, Mr. Yoshida and three JIAA officials. The following draft bylaws were subsequently agreed upon and forwarded to the overseas participants from the first conference for their approval.

- 1) The name of the entity shall be the Asian Advertising Congress
- 2) The objective of the Congress shall be to encourage cooperation, build closer relationships among advertising and allied organizations in the region, and promote the exchange of data and other information in an effort to elevate advertising standards, and promote trade, economic collaboration and international goodwill
- 3) The Asian Advertising Congress shall meet every other year.
- 4) Each Congress shall determine the site for

the next Congress.

5) The Congress shall not have a permanent secretariat. The host nation shall establish a temporary secretariat that will be responsible for all business matters related to the Congress.

A second advertising Congress was held in Tokyo in 1960 and, pursuant to formal acceptance of the bylaws by the participants, the name for the conference was officially changed to the Asian Advertising Congress. Coming on the heels of the Japanese government's decision to liberalize trade and foreign exchange, the conference took on an increasingly important role not only with regard to advertising, but also in promoting international business and communications.

The second Congress was held over three days beginning October 24 at the New Daiichi Hotel. The number of overseas participants numbered 38, with representatives from Hong Kong, India, the Philippines, Taiwan and Thailand, which was nearly a five-fold increase in turnout over the first Congress. Approximately 100 delegates from Japan attended the conference.

At the opening ceremony, Toyonobu Domen, President of Japan International Advertising Association (JIAA) gave a speech in which he said:

"Rapid scientific and technological progress has meant the expansion of world industry and the advancement of the welfare of people, but at the same time we see the rise of certain international imbalances. Asia has a vast population, resources and markets, but it is confronted with numerous unsolved problems. At this Congress we give our attention to these problems and I am confident that we will find that mutual goodwill and cooperation will not only do much toward enhancing the economic and cultural status of Asia, but will at the same time result in an important contribution toward the peace of the world and the welfare of mankind. Needless to say, the role advertising plays is essential in attaining these goals. In this instance, attention must first be turned toward the international activities of advertising. We also have to work for the improvement and advancement of media, rationalization of advertising activities and overall improvement of the levels of advertising throughout this region. It is my profound conviction that the chief mission of this Congress is to be found in the accomplishment of these ends."

Following welcome messages from the Foreign Minister, the Minister of International Trade and Industry and the Chairman of Japan Chamber of Commerce and Industry, a message from Elmo C. Wilson, President of IAA, was read. In his letter Mr. Wilson said that:

"IAA is very pleased to note the growth in scope and competence of advertising in the Asian region. We look forward to establishing chapters in Asia within the near future."

Representing the overseas delegates, Mr. Torres of the Philippines expressed appreciation to the organizers of the Congress for providing an opportunity to meet and exchange views on common problems and aspirations.

Mr. Hideo Yoshida, Regional Vice President of IAA Far East, spoke next saying:

"The volume of advertising has been increasing as never before and at no time in history has greater expectation been anchored on advertising. At the present moment, the Asian economy as a whole is still immature. Advertising in Asia is still in a low and embryonic stage. We are convinced, however, that some day our Asia is destined to grow into the most prosperous economic bloc on this earth. How far, then, will this Asian Advertising Congress grow both in its scope and competence? The mere thought of that possibility makes us more than jubilant."

After the opening remarks, Mr. Domen was elected as chairman, and one representative among those from the Philippines, India, Taiwan and Japan was selected to serve as vice-chairmen. In the first business session, the overseas delegates and Yoji Yorozu, president of Nihon Keizai Shimbun, gave the following reports regarding the status of the economy, trade, and advertising industry in their respective countries and regions:

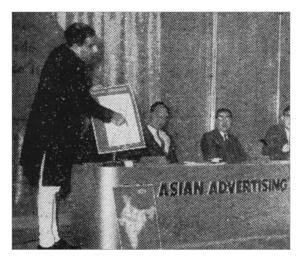
Report from the Philippines:

"Though the advertising industry started late, Philippine advertising has recorded a

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Asian Advertising Congress 1960 (2nd), Tokyo · 33

Mr. Jagan N. Jaini, Chairman of the National Advertising Service Private Ltd., Bombay, India, delivers a report on Indian economic conditions at the 2nd Asian Advertising Congress.



tremendous growth. There were only three agencies in 1945, but today, we have 21 agencies recognized by the Philippine Media Association. The total billings have grown by 50 times. With the advancement of industry, we plan to export raw materials as well as finished products. In order to carry out this plan, advertising activities are essential. Numerous missions from overseas are visiting the Philippines to find out the possibility of investment. This will help promote industry, which leads to more advertising activities. The prospects for Philippine business are favorable."

Report from India:

"Advertising, which is always related to the development of commerce and industry, will expand at a very rapid pace. Media will increase with the growing realization of the importance of advertising in economic development. The press is the most powerful medium. Nearly 50% of the total advertising expenditure is allocated to the press. There are 318

dailies with a circulation of 4.2 million. Another popular advertising medium is cinema. There are 3,000 permanent and eleven hundred touring cinemas with the daily attendance at these estimated at about four million. There are 28 radio stations with 1.7 million receivers, though commercial programs are not permitted. Efforts are being made to persuade the government to make available this very important communication medium to the advertiser. There is no TV except for an experimental TV service in New Delhi. The fact that there are 14 official languages is still a very serious problem for those in the advertising industry. People in the advertising and related organizations are becoming more conscious about the order and ethics of advertising, which is very encouraging."

Report from Taiwan:

"Since economic development and advertising are interrelated, favorable economic circumstances result in an increase in advertising expenditure from year to year. Newspaper advertising holds the dominant position, accounting for two-thirds of total advertising expenditure. Radio takes the second place at one-quarter of the newspaper advertising expenditure. The rest are posters, outdoor billboards, neon signs, movie house slides and DM. At present, there are 28 dailies and half of them are published in Taipei. The government restricts the number of pages of a daily newspaper to a maximum of 8 pages, two-thirds for editorial material and one-third for advertisements."

Report from Thailand:

"Agriculture engages 85% of the population, and agricultural products represents half of the total value of all exports, on which Thailand depends to pay for the import of its required industrial and consumer products. Though not as significant as rice, fishing and forestry play an important role in the economy. Since the pattern of trade and economy has drastically changed, advertising is not only necessary but vital, especially in the field of consumer goods. As the economy expands, the volume of advertising increases. The total advertising expenditure today is more than 20 times that of 25 years ago and this trend is expected to continue. For the development of advertisement, the training of professionals in this field is essential."

Report from Hong Kong:

"There has been a big transformation from a trading into an industrial economy in recent Hong Kong. Before the war, the chief activity of Hong Kong was its entrepot trade but today the export volume of manufactured goods is growing fast. The growth of light industry is particularly remarkable. There are about 5,000 factories with 250,000 workers which is nearly a 50% increase over five years. There has been always a strong interest in advertising and further growth of the advertising industry is expected."

Report from Japan:

"The average growth rate of the Japanese economy for the past ten years is 9%, which is about double that of European countries and the US. Mineral and industrial outputs show an increase of 80% over that of 4 years ago. This is a good indication of modernization and rationalization of the industrial structure. Exports increased by 68% in 4 years. This is truly a remarkable figure. There are many factors for the remarkable growth of Japanese economy. Technological innovation is one. Abundant skilled workers is another. There are many more factors such as the rationalization of industrial activities to improve productivity. As the national economy grows, individual consumption increases. This means that the importance of selling goods to mass consumers has increased. Therefore advertising has become indispensable. Japan depends on exports and in this area, advertising has to work effectively so we must put emphasis on international advertising as well."

On the last day of the Congress, Shintaro Fukushima, president of The Japan Times (and president of JIAA from 1969-86), chaired a discussion on whether there should be a permanent secretariat for the Asian Advertising Congress.



Scene from the luncheon at the 2nd Asian Advertising Congress . Left to right:
Mr. Torres (Philippines), Mr.

Jagan N. Jaini (India), Mr. Toyonobu Domen (Japan), Mr. Chatrasobhon Svasti. (Thailand)

A gathering of delegates from the Philippines at the 2nd Asian Advertising Congress.



Manuel J. Gonzalez, head of the delegation from the Philippines, proposed that a secretariat be established on an as-needed basis. After deliberating, the representatives decided that a secretariat should be set up in Japan, and the representatives from Japan were given the authority to decide all matters regarding the operation of the new secretariat.

Mr. Gonzalez also delivered a message from the president of his country that expressed his desire to host the third Asian Advertising Congress. The invitation was accepted with gratitude and it was agreed that the next conference would be held in Manila in October 1962.

At the conclusion of the three-day congress, many of the overseas delegates traveled to the Kansai region where they met with JIAA members and visited several manufacturing plants. During their visit, the delegates also had the opportunity to spend some time in the historic cities of Nara and Kyoto, famous for their ancient temples and shrines.

Japan's efforts to generate interest and cooperation in an endeavor to improve regional advertising standards started to bear fruit almost immediately following the first Asian Advertising Congress. Representatives from various Asian nations began visiting Japan to exchange information and explore the possibility of entering into business partnerships. By the time of the second Asian Advertising Congress, overseas participation was up markedly. The Philippines, which was not represented at the initial conference, sent nearly 20 delegates to the second Congress.

Recognition of the growing importance of the advertising industry at the time can also be seen in the rapid expansion of the International Advertising Association (IAA). With the amendment of its by-laws in 1958, the IAA began to form chapters in various parts of the world, and Japan became the 13th IAA Chapter when it was established in November 1961. Beginning with an initial membership of 42 members, the IAA Japan Chapter elected Mr. Domen as its first president. Mr. Yoshida was elected to serve as its first vice-president.

Mr. Yoshida's contributions to the founding of Asian Advertising Congress and his life-long efforts in support of international cooperation and unity were recognized by the IAA when it selected him as its "Man of the Year" in April 1961. Mr. Yoshida was the 11th person to receive this honor and the first person from Asia. Mr. Yoshida continued to remain engaged in various fields in the advertising industry until his passing at the age of 59 in January 1963.

The 20th Asian Advertising Congress, AdAsia '97, also honored Mr. Yoshida for his many contributions to the founding of the Congress. Among the 1000 participants present at the ceremony in

Manila was his oldest son, Hiroshi Yoshida. In accepting the award on behalf of his father, Hiroshi said: "My father was always talking about his dreams for the advertising of tomorrow. If he were here at the 20th Congress, I wonder if he would have judged that his dreams had been realized. I think he probably would have acknowledged the progress, but I have had still greater dreams for the future."

AdAsia 1966 Taipei

5th Congress



Slogan: Advertising and Asian Economic Growth Date: Nov. 4 –9, 1966 Venue: Taipei, Taiwan Participants: 14 countries.

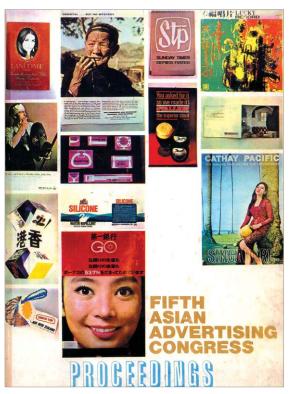
CHAPTER 1

Asian Advertising Congress 1966 (5th), Taipei

The logo of the 5th Asian Advertis-ing Congress.



The 20th Asian Advertising Congress took place November 12 to 15, 1997, at Manila in the Philippines, with 133 delegates from Taiwan attending under the leadership of Ta-chi Shen, Chairman of the Taipei Association of



The Proceedings of the 5th Asian Advertising Congress in 1966 by Jonathon Chen

Advertising Agencies (TAAA). On the afternoon of the 15th it was announced that Taipei would host the 22nd AAC (Asian Advertising Congress) in 2001, touching off a frenzy of delight among the Taiwanese delegation. 35 years had passed since 1966, when Taiwan was the site of the 5th AAC, and once more Taipei would be the center of attention as representatives of the advertising industry from all over Asia gathered to attend this prestigious event. The dedication and unity shown by the Taiwan delegation in landing the 22nd Congress was a high mark in the 46 years of Taiwan's advertising industry.

Taipei Has Hosted Two Asian Advertising Congresses

Taipei has hosted the AAC two times including the 5th AAC in 1966 when the theme of the Congress was "Advertising and Asian Economic Growth" and again in 2001 with the 22nd AAC under the theme of "From Evolution to Revolution".

Back in 1966 Taiwan had a population of 13 million and a GNP of US\$3.18 billion. Per capita income stood at US\$223 and total expenditures on

advertising were US\$14 million. By 2001 the island's population had risen to 23 million, GNP stood at US\$279.5 billion, per capita income was US\$11,454 and ad spending had reached US\$1.61 billion. These figures show the tremendous growth that took place over these 35 years in Taiwan's economy and in the advertising industry in Taiwan.

The 5th Asian Advertising Congress Takes Place under the Leadership of Mrs. Nancy Yu

The 5th AAC was held on November 4 – 9, 1966, in Taipei, an international conference organized under the ROC government by the Taipei Newspapers Association, the AdMan Association and TAAA. Mrs. Nancy Yu, Founder of the China Post, was in charge of planning and carrying out



Chief delegates enter the hall in procession of the march of colors.



Mrs. Nancy Yu Huang delivers opening remarks for the Congress.

Elma Kelly, chairman of 4th Asian Advertising congress, hands over the gavel to Nancy Yu Huang, incoming chairman for the 5th Congress.



Vice President C. K. Yen greets Philippine chief Delegate Antonio R. de Joya.



Nancy Yu Huang inspects the Congress site.



the Congress with the assistance of 14 committees composed of representatives from the media and advertising industries in Taiwan, and she also served as the Chairperson of the Congress throughout the Congress.

Some 400 delegates from around Asia attended the 5th AAC, including 320 from 14 different nations. The theme of the Congress, "Advertising and Asian Economic Growth," was a reflection of the startling economic growth which was just then beginning to take place in Taiwan as well as in many other places in Asia.

The main topics covered during the Congress included "Advertisers in Asia". "Interaction between Advertisers and Advertising Agencies," "The Role of Broadcasting Media in Asia" and "Market Research and the Advertising Industry." The first day of the Congress saw discussion on the creation of a permanent secretariat for the AAC as well as the development of an awards organization to honor outstanding work in Asia's advertising industries through the Golden Gong Awards.

The opening ceremonies of the 5th AAC were graced by the welcome greeting and receive of Chiang Kai-shek, president of the ROC, who expressed his government's unstinting support of the advertising industry in Taiwan.

AdAsia 1984 Seoul





Slogan: Advertising - Helping Asia Grow Date: Jun. 18 –21, 1984 Venue: International Convention Center, Seoul Hilton Hotel 42 · Asian Advertising - 2007

Asian Advertising Congress 1984 (14th), Seoul · 43

CHAPTER 1

Asian Advertising Congress 1984 (14th), Seoul

by In Sup Shin / Dong Hyun Kim

Yins and Yangs: the International Advertising Congress

When the Korean delegates at the 12th Asian Advertising Congress, held in Singapore in September 1980, made a pitch to host the Congress in Seoul four years later, no decision had been made in advance. Yes, there was a consensus of a sort but not an industry-wide one. "Not ready." "Too premature." "Don't even have an international convention hall." A few remarks like these were prevalent.

The 14th Congress was the first such international event hosted by the Korean advertising community. For that matter, there was no national advertising congress at that time, so hosting the Congress was an exciting yet uneasy event for Korea. The country as a whole was less experienced in hosting international conventions than some other Asian countries.

The concept of professional convention organizer was still a novelty. There were few hotels with convention halls. After some searching and researching, members of the organizing committee decided to use the newly completed Seoul Hilton. It had the only international convention

hall of the size and with the facilities required. Unlike other countries in Asia, Korea had an advertising market that was completely closed to foreign agencies, which meant there were no multinational advertising professionals residing in Korea. All in all, there were probably only two dozen or so Korean advertising professionals who attended international advertising conventions.

Dates: Monday, June 18 - Thursday, June 21, 1984

Venue: International Convention Center, Seoul Hilton Hotel

Hosted by: National Advertising

Council of Korea (Now Federation of Korean Advertising Associations. KFAA).

Key players: Mr. Senyon Kim,

President, Organizing Committee. / Mr. In Sup Shin, Secretary-General. / Mr. Ki Hung Lee, Chairman, Theme & Program Committee

Number of delegates:

820 (764 delegates and 56 accompanying persons)

316 Koreans (308 delegates and 8 accompanying persons)

504 foreign delegates (456 delegates and

Korea: Morning Calm or Noise?

48 accompanying persons)

Slogan: Advertising - Helping Asia

Registration Fee: Delegate-US\$400

Number of foreign countries participating: 20

Grow. Subtitle - A Learning Congress

\$170 (with a \$30 shopping coupon)

(early bird: \$370). Accompanying person-

A few striking aspects of the 14th AdAsia emerged after the Congress. Physically, it was the largest get-together where Korean advertising men and women could meet their foreign colleagues, mostly Asians, face to face for four consecutive days.

To the outside world, the Congress gave foreign delegates an opportunity to see firsthand a new Korea, once called "the Land of the Morning Calm" and "the Hermit Kingdom." Delegates included a few leading figures in media, such as Dr. Ram Tarneja, President, The Times of India and Mr. Lee W. Huebner, President, International Herald Tribune, among others.

Internally, the advertising business was "upgraded" in a sense. Mr. Byong Hyun Shin, Deputy Prime Minister of the Economic Planning Board (EPB), the No. 3 post after the president and the prime minister, gave his welcome address, followed by the official declaration of opening by Dr. Duck Woo Nam, who had had the same post in the past and was considered the architect of the blueprint for Korea's miraculous economic growth. Dr. Han Been Lee, another former DPM of the EPB, delivered the first keynote speech. In short, three present and past very high government officials for the Korean economy were pre-



Dr. Hahn Been Lee, former deputy prime minister, delivering his keynote speech.

Flying Wings, symbol for the Congress.



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sent for the Congress. "Advertising - Helping Asia Grow," the Congress theme, was aptly illustrated by the presence of three distinguished economists who had helped the Korean economy grow.

Presentations by Robert Levenson, Creative Director, DDB on the Volkswagen campaign; Bill Evans, President, Clio Awards; and three other speakers, were a creative bonanza for all delegates. Also, there were Asian creative presentations, which provided a rare opportunity for advertising professionals in Asia.

The 14th Asian Advertising Congress gave Korea, the host country and its advertising professionals, a vote of confidence, internally and internationally. The four-day experience laid the ground for and gave the Korean advertising community the confidence to host the 35th IAA World Advertising Congress 12 years later. The nickname

AdAsia was born at this Congress.

The event also produced a handsome 340-page book, a complete record of the 14th Asian Advertising Congress. The book included programs, every single speech delivered, and a complete list of delegates, in addition to photographs of all the speakers and panelists and photographs of interesting scenes. It was quite an unusual feat for an industry community that had never hosted any congress of this magnitude either domestic or international.

For Korea, the event carried some diplomatic side effects, too. When Mr. In Sup Shin, Secretary-General of the Congress, made Karachi, Pakistan, his first stop for a promotional trip, his presentation coincided with Pakistan's national advertising congress. (In the past, no one bothered to make a promotion trip to Pakistan for the Congress.) Pakistan was getting ready to pitch for

Congress Hall.



the 16th Congress, to be held in 1988.

The national advertising event, coupled with Mr. Shin's presentation, was splashed across the media in the port city where North Korea had a large number of diplomats stationed while South Korea had only a contingent of half a dozen diplomats, because Pakistan was closer politically to North Korea than to South Korea at that time. News coverage that was very positive and favorable, in a sense, to South Korea shocked the North Korean diplomats in Karachi. South Korea gained tremendous PR mileage, unprecedented in Korea-Pakistan relations.

Probably the most dramatic moment was the venue selection for the 16th Congress, scheduled for 1988. Australia and Pakistan were pitching. Australia sent six delegates with a powerful message by none other than that country's prime minister. Pakistan came to Seoul determined to win: there were 45 Pakistani delegates together with a traditional music and dance troupe. In addition, they had a hospitality suite with replicas of souvenirs carefully selected from their historical relics. The presentation was a show of Australian logic versus Pakistani emotion, or so it seemed. The vote count: 5 for Australia and 11 for Pakistan. No words or pictures could describe the joy of Pakistani delegates.

Despite many problems, the Korean advertising community overcame the hurdles with what Korea had: a "Can Do" spirit which, after all, was a more important element than anything else. And that made the difference.



Key Congress staff and foreign delegates.

MEMORANDUM FOR RECORD (No, 3)

Re: Theme and Program Contents, 14th AAC

Date: 1045-1230 hours, Saturday, May 21, 1983
At: Nara Advertising
Present: Martin Cohen and I.S. Shin

The two had a meeting on the subject and discussed the following points:

MEMORANDUM(Cont'd)

5. Two hours on Day-1 and whole afternoon of Day-4 will be largely ceremonial activities which leave five (5) half-day sessions and, possibly, one hour in the morning of Day-1.

6. Cohen came up with three different themes. Shin personally agreed with "ADASIA '84 Learning through Sharing in the World's Most Dynamic Growth Area" which was also the second choice by O&M Hongkong. This was one of the three initial selection.

Korean Advertising, Then

cc: S. Kim K. Lee

Korea was a newly industrializing country, or NICS as they were called back then, and also, fondly or otherwise, was called one of the four small dragons, the three others being Hong Kong, Singapore, and Taiwan. Its per-capita GNP in 1984 was a little over US\$2,000 (\$103 in 1964) with its advertising expenditures standing at \$826

Memorandum for Record dated May 21, 1983, shows how AdAsia, the nickname for the Asian Advertising Congress, originated.

million, probably the second largest in Asia after Japan.

The country was run by a four-star-general-turned-president who exercised tight control, but the country was enjoying strong annual economic growth. Seoul was scheduled to host the Asian Games in 1986 and Summer Olympics in 1988.

The Korean economy was back up to full steam after the chaotic political situation that resulted from the assassination of President Chung Hee Park in 1979, coupled with the second oil shock in the same year. Advertising was in full swing, too. The growth of advertising was fantastic, as the table shows: two-digit growth from 1980 to 1984. With the exception of 1981, each year recorded over 20 percent growth. And, advertising as a percent of GNP hit the one percent level in 1984 for the first time.

Hyundai's compact cars were seen on the roads of all the nation's cities, but the age when private car ownership would be commonplace was still a few years away. While production of rice brew and clear lemon-lime soda was on the decline, beer, colas, and bread were enjoying brisk sales as the Korean lifestyle changed in tune with rising income. Three leading household electrical and electronics product, food, and cosmetics companies joined the list of leading advertisers, replacing the pharmaceutical companies of the '70s. Ramen was rapidly gaining popularity as an alternative to rice.

Mandatory crew-cut hair and uniforms for high school students, a leftover from the Japanese colonial days, were abolished at last, and this liberalization gave rise to a sudden burgeoning of the garment industry. The curfew from midnight to 4 a.m., which had been in effect since the Korean

Korean Economy and Advertising Expenditures

Units: GNP in US\$; Ad expenditures in billions of Korean won and millions of US\$

GNP			Advertising Expenditures		
Year	Per Capita	Growth (%)	Total:Won (\$)	Growth (%)	As % of GNP
1980	1,597	- 4.8	275,3 (417.2)	25.9	0.76
1981	1,741	6.6	318.4 (454.5)	15.7	0.74
1982	1,834	5.4	432.6 (569.3)	33.9	0.88
1983	2,014	11.9	565.3 (710.6)	32.6	0.97
1984	2,187	8.4	683.4 (825.8)	20.9	1.06

Source: 1) GNP-Bank of Korea. 2) Advertising Data—Advertising Yearbook 1985. Cheil Communications. p.162. Expenditures at current prices. Expenditures in US dollars were calculated based on Bank of Korea exchange rate. 3) Advertising growth rate and advertising as % of GNP are based on Korean won.

Top Ten Advertisers, 1984

Units: Millions of won

Rank	Advertiser	Ad Expenditures
1	Pacific Chemical (cosmetics)	13,975
2	Gold Star (household electrical/electronic products)	12,240
3	Samsung (household electrical/electronic products)	12,067
4	Daewoo Electronics (household electrical/electronic products)	12,038
5	Lucky (detergent, soap, plastic products)	11,465
6	Nhongshim (foods)	8,759
7	Cheil Sugar (foods)	7,547
8	YuHan Corp. (pharmaceuticals)	6,349
9	Samyang (foods)	5,950
10	Haitai Confectionery	5,398

Source: Advertising Yearbook 1985. Cheil Communications. p.168

War in 1950, was also lifted. This was a blessing for the restaurant business.

The top five product categories accounted for 60.7 percent of total advertising in print and broadcast media. Broken down by category the percentages were foods and drinks, 21.1 percent, pharmaceuticals, 15.0 percent, cosmetics and detergent, 9.1 percent, household electrical and electronic products, 7.9 percent, and service and entertainment, 7.6 percent. Newspapers and television took the lion's share with 37.8 percent and 37.1 percent respectively, followed by 6.3 percent for radio and 3.5 percent for magazines. The four media's share was 84.7 percent with the remaining 15.3 percent going to other media.

By the time Korea switched to color broadcasting in 1981, black-and-white television penetration had reached 85 percent (24.2 percent in 1974) of households. Sales of color TV sets grew rapidly after the introduction of color broadcasting, and the penetration ratio exceeded 40 percent in three years. While freedom of the press was still distant dream, the "voluntarily imposed" page-per-issue restriction for dailies was eased in 1981, increasing the number of pages allowed to 12 from the previous eight.

Following the forced merger of print media, notably the dailies, and the switch from private ownership of broadcast media to so-called public service in late 1980, the Korea Broadcasting Advertising Corporation (Kobaco) was born in

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early 1981. Kobaco was and still is a government agency with exclusive sales rights for all terrestrial radio and television. In addition, Kobaco had enormous power, including the right to recognize agencies for broadcast media and the right to set agency commission rates. Its recognition criteria, originally set in 1981, were so tough that only conglomerates were able to meet them. As a result, a few "groups" (as conglomerates were called then) such as Lotte, Haitai, Pacific Chemical, and Hyundai, for example, ventured into the agency business and launched house agencies: Daehong by Lotte, Diamond by Hyundai, Dong Bang by Pacific Chemical, among others. Lucky already had one, Heesung. More

Leading Advertising Agencies, 1981 & 1984

Units: Billings in billions of Korean won (millions of US\$)

Agency	1981 (US\$)	1984 (US\$)
Cheil Communications	23.4 (35.5)	65.0 (78.6)
Oricom	21.0 (31.8)	55.6 (67.2)
Union Advertising	19.8 (30.0)	32.0 (38.7)
Seoul Advertising	2.1 (3.2)	11.0 (13.3)
Korad	3.4 (5.2)	19.4 (23.4)
Nara Advertising	2.7 (4.1)	6.8 (8.2)
Geoson	0.5 (0.87)	6.0 (7.3)
Daehong	-	36.2 (43.8)
Diamond	-	8.5 (10.3)
Heesung (now LG Ad)	-	40.1 (48.5)
Dong Bang Advertising	-	17.6 (21.3)

Source: In Sup Shin et al. History and Development of Advertising in Korea (1998) (Korean). Seoul: Nanam. p. 426

groups followed later.

Of course, there were already three big agencies by the mid-1970s, before the establishment of Kobaco. Because the internationally prevailing 15 percent agency commission given by broadcast media had never been practiced in Korea, the Kobaco commission rates were eight percent, but went through ups and downs later.

Meanwhile, multinational agencies started to sign association agreements with Korean partners: Ogilvy & Mather with Korad in 1981, Daehong with DDB in 1982, and J. Walter Thompson with Nara in 1983. Other agencies followed suit later. Dentsu and Hakuhodo of Japan, FCB and McCann-Erickson were already in Seoul, also under an association agreement. No equity ownership was allowed by the Korean government yet for the advertising agency business.

AC Nielsen was the early comer. In 1980 it established its Korea branch and started a retail audit business. Gallup was in Seoul under a licensing agreement with Korea Survey Polls as its Korean partner. Hankuk Research was also doing a good business. In addition, Frank Small had just entered the Korean market. All in all, there were four major market and opinion research companies by the early 1980s. Print media circulation audits and television audience rating services were not available yet. Public relations was still an unknown area, largely because freedom of the press was so restricted, although there were a few PR firms. There was only one four-year university in Seoul where students could major in advertising.

The advertising industry as a whole was in a

very good mood, thanks to the fast-growing economy in 1984.

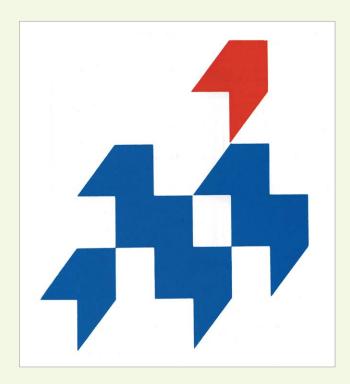
Miscellaneous

Kobaco launched public service advertising in 1981 for the first time in Korea. Cheil Communications started to publish an advertising yearbook in 1980. A consumer protection law and an antimonopoly law went into effect in 1980.

The two laws were expected to affect advertising in the future. Computer graphics was introduced and influenced creativity tremendously. As the Korean economy grew rapidly, so did Korean companies, which soon became conglomerates. That, in turn, necessitated publicizing their scope of business and lead to a tremendous increase in corporate public relations advertising.

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Flying Wings symbolize the Asian countries in their onward and upward advance in advertising, indicating a high degree of cooperation with each other. The red and blue colors represent the Korean national flag. The 14 wings of the seven birds signify the 14th Asian Advertising Congress.

The 14th Asian Advertising Congress

Monday, June 18 - Thursday, June 21, 1984

Hilton Hotel, Seoul, Korea



- Billboard in Chinese characters and English at the entrance to the venue Chinese characters were more widely in use in Korea at that time, and many of the delegates were from Hong Kong, Japan and Taipei, where Chinese characters are commonly used.
- 2 The venue: Seoul Hilton International.
- Chief delegates on stage.





- 1 Dr. Duck Woo Nam, chairman, Korea Traders Association, declares the official opening.
- The Honorable Byong Hyun Shin, deputy prime minister of the Economic Planning Board, delivers his welcome address.
- © Dr. Ram Tarneja, managing director of Bennett, Coleman (The Times of India) handing over the AdAsia gavel to the chairman of the 14th AdAsia.
- Dr. Duck Woo Nam, Congress chairman (second from left), Ken Bagge, VP/general manager (third from left) and Senyon Kim, Congress president (right) at the reception hosted by the Asian Wall Street Journal.
- **S** Ki Hung Lee, managing director, Kobaco shaking hands with Javed Jabbar of Pakistan at the dinner hosted by Dentsu of Japan.
- President of Yowon (center), a leading ladies' magazine, welcomes those who accompanied the delegates.













- 1 PublicClaude Chaubet, IAA president, delivers his congratulatory speech.
- **2** D.Y. Song, coordinator for the Congress.
- Senyon Kim, Congress president (right), delivers a plaque to Antonio de Joya of the Philippines in recognition of his contribution to AdAsia and AFAA
- A Nick Stavriotis (left) of Newsweek meeting an old friend.
- **5** South Magazine award winners.
- 6 Busy reception desk.















- 1 M.H. Kim, Publicity Committee chairman.
- 2 Smiling Max Lewis Memorial Challenge Award winner.
- **3** Brilliant ice carving for a lunch hosted by MBC TV/Radio Station.
- 4 Lunch hosted by the Hankook Ilbo/Korea Times.







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- 1 B. I. Rhee(left), Awards Committee chairman counting rankings.
- Accompanying persons enjoying a palace visit.
- S Vote count for the 16th AdAsia. In Sup Shin (third from left), secretary-general of the 14th AdAsia, counts the votes with an assistant while Vinit Suraphongchal, Thailand (left) and Armed Ibrahim, India, watch the counting.
- Arthur C. Nielsen, Jr. (left); Reijiro Hattori, president, Seiko, Japan; and Chae Kyung Oh, president, Dong-a Ilbo (daily), Korea in pleasant conversation.
- Senyon Kim (left), Congress President, Kihung Lee, managing director, Kobaco and Lee W Huebner, publisher, International Herald Tribune (right).

















- 1 In Sup Shin, Secretary-general (second from left) busy at the PR desk.
- 2 Suk Tai Yoon (seated), president, Sejong Moonhwa Production, busy in the AV control room.
- 3 Jubilant Pakistan delegation upon the announcement of Pakistan's nomination to host the 16th AdAsia.

AdAsia 1986 Bangkok

15th Congress



Slogan: Ad-venture in the Asia Economy
Date: Jul. 7 –11, 1986
Venue: Bangkok, Thailand

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The logo of the 15th Asian Advertising Congress.

The 15th Asian Advertising Congress Jul 7 –11, 1986 Bangkok, Thailand



Hideo Ishikawa of Hakuhodo.



Bill Evans, President, Clio Awards, AdAsia 1986 Bangkok.



AFAA International Council meeting.

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Arabian Night, AdAsia 1986 Bangkok.



Anthony de Hoya, Chairman of AFAA, AdAsia 1986 Bangkok.



Bill Weithas, Chairman of Lintas Worldwide, AdAsia 1986 Bangkok.



Sixth Conference of the AFAA International Council.



Exhibition Booth, AdAsia 1986 Bangkok.

AdAsia 1990 Kuala Lumpur

17th Congress



Ad A S I A 90 Slogan: ADVERTISING to Power Tomorrow's Powerhouse : Asia Venue: Kuala Lumpur, Malaysia

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Asian Advertising Congress 1990 (17th), Kuala Lumpur · 69



The logo of the 17th Asian Advertising Congress.

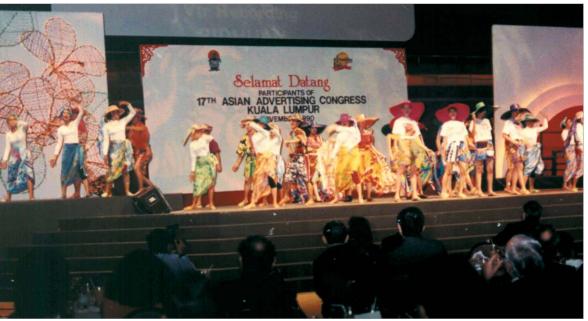
The 17th Asian Advertising Congress

November 5 –8, 1990

Kuala Lumpur, Malaysia



AFAA - 8TH General Body Meeting during AdAsia 90.



Dinner sponsored by the Malaysia Tourism Board.



H.E. The Prime Minister of Malaysia, Dato Seri Dr. Mahathir Mohamed, arriving to deliver the keynote address accompanied by Dato Jaffar Mohd Ali (the late), Chairman AdAsia '90.



Panel session at AdAsia 90.



His Majesty, the Yang Di-Pertuan Agong - Sultan Azlan Shah, greeting the Head of Delegations at the Opening of AdAsia 90.



A session at AdAsia 90.





Dentsu Night.



Exhibition of Award Winning Ads from AFAA member countries.

AdAsia 1993 Tokyo

18th Congress



Slogan: A Wind of Change from Asia Date: Nov. 7 – 10, 1993 Venue: ANA Hotel, Tokyo Participants: 1,151 from 23 countries / territories including 579 from Japan 74 · Asian Advertising - 2007 Asian Advertising Congress 1993 (18th), Tokyo · 75

CHAPTER 1

Asian Advertising Congress 1993 (18th), Tokyo

by Japan Advertising Federation

18th Asian Advertising Congress - Return to Roots

The Asian Advertising Congress returned to

the city of its birth in November 1993. Thirtythree years had elapsed since the Congress had last been held in Tokyo. Under the theme "The Winds of Change from Asia," the goal of the 18th



1,150 delegates from 23 countries and regions gather

at the Opening Ceremony of

the 18th Asian Advertising

Congress.

Congress was to assess new trends in Asian advertising and evaluate them from a global perspective.

The Japan Advertising Federation (JAF) and the Organizing Committee for AdASIA '93 Tokyo were the two main sponsors. Co-sponsors included advertisers, newspaper and magazine publishers, commercial broadcasters, advertising agencies, as well as the International Advertising Association (IAA).

With the exception of China and a few other Asian countries, most major economies were experiencing a sharp slowdown at the time of the 18th Asian Advertising Congress. The Japanese market had been sluggish over the previous two years, and advertising expenditures saw negative growth for the first time in decades as ad budgets were slashed. With this economic backdrop, delegates from 15 countries and regions gathered in Tokyo on November 7. AFAA members from Australia, Bangladesh, China, Hong Kong, Indonesia, India, Japan, South Korea, Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka, Taiwan and Thailand were joined by participants from Myanmar, Nepal, the United Arab Emirates, the United States, the United Kingdom and

France. In all, 1151 attended the three-day event, with the number of participants from Japan numbering 579.

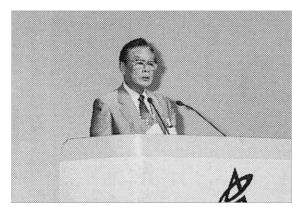
The opening ceremony for AdASIA '93 was held at Suntory Hall, where Saburosuke Suzuki, Congress Chairman, welcomed the participants. In his speech, Mr. Suzuki said:

"Drastic changes have taken place in the international arena since the First Congress held in Tokyo in 1958. Asia has made remarkable economic strides, especially recently and is drawing attention as a notably vital region in the world. Considering the changing times, 'The Winds of Change from Asia' was selected as the theme for this Congress. I hope here at the Congress we can find out through discussions exactly what form these 'Winds of Change' will take and ways in which we can stir them up."

Mr. Suzuki went on to say that he felt that advertising would play a key role in the unity and further development of Asia.

In the afternoon, the business program for AdASIA '93 got underway at the ANA Hotel with the keynote speech delivered by Masaharu Matsushita (Japan), Chairman of the Board, Matsushita Electric Industrial Co., Ltd. In his presentation entitled "Things Immutable and Things Changeable," Mr. Matsushita stated:

"It is said that 'the 21st century is the era of Asia' and I expect the presence of the Asia/Pacific region will become more prominent politically, economically and culturally as we move into the 21st century. The driving



Mr. Masaharu Matsushita. Chairman of the Board of Matsushita Electric Industrial Co., Ltd., delivers the keynote speech at the 18th Asian Advertising Congress.

force is the fundamental principle of free economic systems. In order to maintain free economic systems and further develop our economies, a philosophy of self-discipline is required. All enterprises must respect social rules and protect the public interest. Free and fair market competition has to be carried out in a spirit of international cooperation. The ultimate purpose of a business enterprise is not to pursue profit for itself but to contribute to the improvement of social welfare. It is necessary to include this social mission in corporate management's policy fundamentals."

"With the rapid advancement of electronics technology, particularly in the area of information and telecommunications, people's lives will be significantly enhanced. We can exchange information anywhere, anytime. One of the challenges of those who are involved in communications and advertising activities is how to contribute to the economic development of the changing world."

"Once a famous haiku poet of the Edo period said that the world contains things immutable, and things changeable over time 76 · Asian Advertising - 2007

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and circumstance. The rationale of corporations and their 'customer first' orientation does not change. Likewise, some forms of advertising change and others do not. We have to keep this in mind."

Following Mr. Matsushita's keynote speech, nine business sessions were conducted over a three-day period. These sessions included speeches, presentations and panel discussions which covered a wide range of topics including the evolution of Asian culture, the relationship between advertising and distribution, the role of advertising in a market economy, global communications, creatives, public service advertising, branding and media. In addition, the present environment and problems surrounding the advertising industry were discussed from several angles.

Session #I

Panel Discussion:

Possibilities and Roles for Asia in the 21st Century – The Evolution of a New Asian Culture

Chairperson:

Toru Yano (Japan)

Panelists:

Tan Sri (Dr.) Muhammad Ghazali Shafie (Malaysia)

Choe Chung-Ho (South Korea)

The participants in this session looked beyond the relationship between advertising and economics to its influence on Asian society and its role in creating cultures of mass consumption.

Session #2

Speech:

The New Relationship between Distribution

and Advertising

Speaker:

Yoshihiro Tajima (Japan)

Professor, Gakushuin University, Chairman of Distribution Economics Institute of Japan

Mr. Tajima spoke on the diversity of the Asian economies and how, in the case of Japan, a manufacturing revolution was followed by a consumption revolution and then a distribution revolution. He went on to explain the vital role advertising plays in consumption and how the relationship between advertising and distribution can be enhanced through the development of distribution information systems.

Session #3

Panel Discussion:

The Development of Market Economies and the Role of Advertising

Coordinator:

Hideaki Otaka (Japan)

General Manager, Overseas Marketing Division, Toyota Motor Corporation

Panelists:

Fujio Mitarai (Japan)

Executive Vice President, Canon Inc.

Liu Ruiwu (China)

Director, Advertising Department, People's Daily

Yusuka Ismail (Indonesia)

General Manager, Pervanal/DMB&B

Suthep Lauhawatana (Thailand)

Managing Director, Green Spot Sales

The participants in this session discussed the influence of advertising on consumers as well as producers and media, and how advertising con-

tributed to cultural, social and economic development.

Session #4

Speech:

Global Communication – Designs Crossing National Boundaries

Speaker:

Yoshiharu Fukuhara (Japan)

President and CEO, Shiseido Co., Ltd.

Mr. Fukuhara explained how the corporate philosophy of Shiseido was based on both oriental and occidental values. He said that Shiseido adhered to the principles of Confucianism while incorporating the management practices and technology of the West, thereby creating a unique corporate culture that was a hybrid and reflected a mix of values. Mr. Fukuhara went on to say that Shiseido's design and packaging innovations, advertising campaigns, commercial space designs and special event productions were representative of how the company incorporates fundamental Japanese principles in its global approach to marketing.

Session #5

Panel Discussion:

The Winds of Change in Asian Advertising Expression

Coordinator:

Toshiaki Takahashi (Japan)

Deputy Director, Creative Director, Dentsu Inc.

Panelists:

Bhanu Inkawat (Thailand)

Chairman/Executive Creative Director, Leo Burnett Ltd.

Leo Burnett Ltd.

David Blackley (Australia)

Creative Director Clemenger/BBDO

Grace D. Chong (Philippines)

EVP/Creative Director, Dentsu Young &

Rubicam Alcantara

Jamie Pfaff (Singapore)

Creative Director Leo Burnett, Pte., Ltd.

David Wu (Taipei)

President, Michelangelo Graphics Design

Co. Ltd.

Diwan Arun Nanda (India)

Chairman and Managing Director,

Rediffusion Advertising Pvt. Ltd.

Using several submitted examples of recent Asian TV commercials, the panelists examined the concepts behind them and discussed some of the cultural considerations when attempting to execute ideas designed to take advantage of emerging marketing trends.

Session # 6

Speeches:

Public Service Advertising in Asia

Chairman/Speaker:

Tomohiko Ikari (Japan)

Resident Advisor, Hakuhodo Inc.

Speakers:

Kingsley T. Wickramaratne (Sri Lanka)

Member of Parliament, Chairman &

Managing Director, Wicks Advertising &

Marketing Ltd

Seema Taher Khan (Pakistan)

Creative Director/Public Service Division,

Interflow Communications (Pvt.) Ltd.

Triwan Munaf (Indonesia)

CEO/Creative Director, Adwork Advertising

A realistic view of the current state of public service advertising in Asia was presented with a

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focus on the various ways national and local governments, advertisers, media and advertising agencies address the needs of society.

Session #7

Speech:

The Power of Brands – Importance of Consistency and Continuity

Chairman:

Shuzo Ishikawa (Japan)

Senior Managing Director, Dentsu Inc.

Speaker:

Mr. Gohei Kogure, President of the Japan Advertising

Agencies Association, talks

with delegates about the

necessity of mutual under-

standing during the recep-

tion at the 18th Asian

Advertising Congress.

Hamish Maxwell (U.S.A.)

Chairman of the Executive Committee, Philip Morris Companies, Inc.

Mr. Maxwell described how he believed brands, if properly and strategically managed, would continue to be the preferred choice of consumers despite low prices and private/retailer labels.



Session #8

Panel Discussion:

The Future of Media in Asia

Chairman:

Tham Khai Wor (Singapore)

President, Advertising Media Owners

Association Singapore

Coordinator:

Teruyuki Toyama (Japan)

President and CEO, Overseas Courier Service

Co., Ltd.

Panelists:

Takuhiko Tsuruta (Japan)

President and CEO, Nihon Keizai Shimbun,

Inc.

Hisashi Hieda (Japan)

President and CEO, Fuji Television Network,

James Griffiths (Hong Kong)

Managing Director, Star TV

Donald F. Brown (U.S.A.)

Managing Director, North Asia, Time Inc.

Magazines

In this session, the panelists discussed the rationale and role of media in the new world order and the outlook for media in a borderless age.

Session #9

Speech:

Our New Competitors –IAA's Response Chairman:

Oscar T. Valenzuela (Philippines)

Director, Advertising Board of the Philippines Speaker:

Norman Vale (U.S.A.)

Director General, International Advertising Association

Mr. Vale said the advertising/marketing communication industry was facing new types of competition in all areas of the world. He stated that pressure groups, activists, and government regulators with their restrictive legislation were damaging the communications industry and restricting the free flow of information to consumers. In response to these threats, Mr. Vale said the IAA had developed and was currently implementing a "Campaign for Advertising," a first-ever global, all-media, pro-bono campaign to explain the benefits and value of advertising as well as its contribution to healthy market economies.

After the conclusion of the nine business sessions, a closing session was held on the afternoon of November 10. During this session, Australia and China each gave a presentation in a bid to host the 1997 AdAsia. Indonesia, which had already been selected as the host country for the next AdAsia, also gave a presentation to encourage members to attend the 1995 Asian Advertising Congress.

Saburosuke Suzuki (Japan), Chairman of AFAA International Council and of AdASIA '93, gave a report in which he announced that Hong Kong, India and Taiwan had joined AFAA. Mr. Suzuki also announced that Beijing had been selected to host AdASIA '97.

Toshio Yamaki (Japan), Deputy Chairman of the Congress Program Committee, gave the closing remarks and summed up the achievements of the Congress. In his speech, Mr. Yamaki said while media and advertising activities were increasingly becoming borderless activities, he felt that people, particularly in the professions, were not necessarily moving in this direction. He went on to say that he believed it was necessary to move these people beyond their regional boundaries. Mr. Yamaki also said that he felt that the existing advertising theory was mostly based on European and American models and needed to be revised to reflect a more international perspective, especially that of Asia.

The 18th Asian Advertising Congress provided a venue for participants in the industry to share experiences and build friendships and global understanding.

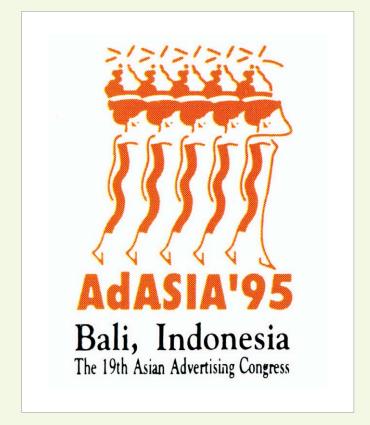
AdAsia 1995 Bali

19th Congress



Slogan: Uptrend in Asia Date: Nov. 6 –9, 1995 Venue: Bali, Indonesia

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The logo of the 19th Asian Advertising Congress.

The 19th Asian Advertising Congress November 6 -9, 1995 Bali, Indonesia



The late Daniel Taufik (center in yellow suit), AdAsia '95 OC Hospitality
Comnmittee Member and next on his left is Baty Subakti (in grey suit),

L-R: Lanny Ratulangi, the late Mahtum
Mastoem and Baty Subakti giving a pre-AdAsia '95, Bali - Indonesia Co-Chairman, discussing preparation for the sentation at the Taipei advertising gathercongress road show presentation in Hong Kong with some local advertising ing during their AdAsia '95 road show.





Bali's barong dancers gesture welcoming the AdAsia '95 delegates during the dinner and cultural performance of AdAsia '95 in Bali, Indonesia.

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Indonesian Yanti Sugarda (left), a prominent researcher and Miranti Abidin (standing next to Yanti), wife of the Advisory Board Member, Indra Abidin, posing for photographer with a barong, Balinese mythological animal, at a cultural evening during AdAsia '95 congress.



Indra Abidin, delegates, Miranty Abidin posing during one of the evenings.



Delegates from various countries during a post-conference costume party of AdAsia '95 in Bali, Indonesia.



Performance during the AdAsia '95 Congress.



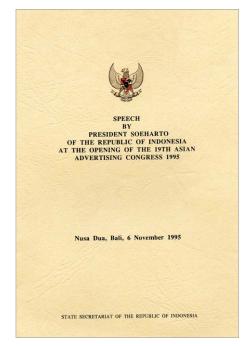
Delegates posing during the AdAsia '95 Congress.



Indra Abidin, member of AdAsia '95 OC Advisory Board, was offered a pineapple cocktail at a traditional Indonesian Batak ethnic group cultural evening during the Bali congress.

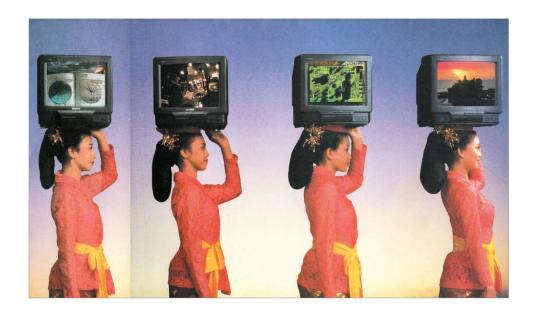
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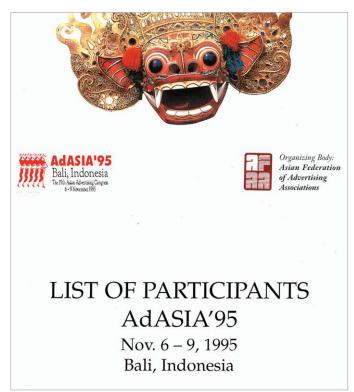




speech by president soeharto of the republic of indonesia at the opening of the 19th asian advertising congress 1995, nusa dua, bali, 6 november 1995.







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newsletter no. 2



Road To AdASIA '95



With ten months to go before AdASIA '95 the Asian admen is rising as much as the anxiety among the host committee members. And although we started the count down as early as three years ago, the multiple aspects of the preparations seem to be accelerating every day. Some of the outcomes are

summarized below.

The Convention Committee has started sending official requests and Terms of Reference to all candidate speakers. Responses are expected to be in hand by the end of February, while firm listings should have been finalized by April. In the meantime, the Grants & Awards compartment, which is also under the auspices of this Committee, is currently drafting up the mechanisms for entries and judging. The Campaign Committee started national

"intro" campaigns in December of last year in the print media. Road shows or country visits, are scheduled to start in March. For efficiency reasons, this promotional drive may be split among three different teams, covering the south, east, and southeast regions of Asia respectively. The last includes Australia and New Zealand.

The Program Committee is currently drawing up a tentative non-convention agenda. With so many suggestions from AFAA meetings, sponsors and fellow OC members, the Committee has had to readjust its original ideas. Particularly on how to translate the "no-jacket-and-tie" policy (as sug-

gested by the AFAA General Body meeting), into the overall tone and manner of the Congress programs. In the meantime, the Committee has reserved the Bali Golf and Country Club, as the venue for the AdASIA '95 Golf Tournament, one of the precongress programs. For this event, we have to extend our gratitude to Dato' Jaffar of Malaysia, who has agreed to contribute a trophy for the best gross overall winner. Through this Newsletter, the Program Committee gives the privilege of determining the official name of the "challenge" trophy to

The Tours & Travel Committee has made initial ervations for 800 hotel rooms. Most of them are 5-star grade scattered around the Nusa Dua compound, only a few minutes away from the Congress venue, the BICC (Bali International Convention Centre). Discounted rates are given to the Congress participants and are quoted at US \$41.50 to US \$157.50 per night. The Committee strongly suggests that all participants pay a one-night deposit, to ensure firm bookings.

The Finance Committee has finalized the Congress budget assessment and decide to set the registration fees at US \$900, US \$1,000 and US \$1,100 for early-early bird, early bird, and regular listings respectively. The closing dates for each are March, June and September 1995. Non-convention attendance accompany ing persons fees are set at US \$500, US \$600 and US \$700. For a 4-day Congress with free meals and transfer across the board, the fee structures are considered very reasonable. Separate forms are required for Congress Registration and Hotel Reservation, as provided H. Mahtum



Joint Chairmen



THE MESSAGE FROM BOGOR, LOUD AND CLEAR

leaders of the Asia-Pacific Ecostories about a lot of things besides the speciallydesigned Indonesian batik shirts they wore for the historical occasion at the presidential palace in Bogor, West Java, last November. That event marked the laying of a new milestone, the endorsement of their proposal to establish a regional free trade zone by the year 2020.

Even though they fell short of determining an agenda on when and how to nomic Cooperation (APEC) can tell start the whole process, the political commitment to set specific dates is already an enormous step and gives a strong signal to the whole world. All the more so because this comes at a time when the momentum for free trade is faltering elsewhere.

At the tender age of five years, the



Program

Breakfast hosted by TPI (TV Broadcasting)

10.00 - 11.00: Opening Session Gavel Passing · Chairman's Greetings President's Opening Address

> 11.00 - 11.30: "CULTURAL PERFORMANCE"

12.30 - 13.30: Luncheon hosted by The Jakarta Post-Sonora at BICC

14.00 - 15.00: Keynote Speech UPTREND IN ASIA Speaker: Ir. Hartarto* (Indonesian Minister of Trade & Industry)

15.00 - 15.15: Coffee Break

15.15 - 15.30: IAA '96 Report (Korea)

15.30 - 17.30: Panel Discussion "Sustainable Economic Growth" Speaker: Prof. Dr. Emil Salim (Indonesia)* "Asian Culture in Transition" Speaker: Abdurrachman Wahid (Chairman of Indonesia Islamic Organization) "Role of Public Policy" Speaker: Datuk Dr. Noordin Sopii (Malaysia-Director of ISIS Kuala Lumpur)*

19.00: Welcome Party at Bali Art Centre Hosted by Kompas-Gramedia Golf Tournament Winners Announcement

Breakfast hosted by Suara Merdeka (Daily)

09.30 - 10.30: Keynote Speech PROMOTING ASIAN ADVERTISING Speaker: Allen Rosenshine (USA-Chairman & CEO BBDO Worldwide)

10.30 - 11.00: Coffee Break

11.00 - 12.30: Panel Discussion ASIAN ADVERTISING INTO THE NEW MILLENIUM Speaker: Martin Sorrell (UK-Chairman WPP Group PLC) (USA-Chairman & CEO DBB Needham Worldwide)* "Disseminating the Asian Way" Speaker: Javed Jabbar (Pakistan People Party)

12.30 - 13.30: Luncheon hosted by Indosiar (TV Broadcasting) at BICC Grants & Awards Winners Announcement

> 14.00 - 15.30: Breakout Sessions SOCIAL MARKETING IN ASIA "Population Growth Control" Speaker: Haryono Suyono (Indonesian Minister of Population) "Eco-Friendly Product/Process" "Human Resources Development" Speaker: (India)*

15.30 - 15.45: Coffee Break

15.45 - 16.00: AFAA Report Yusca Ismail (Indonesia-AFAA Chairman)

16.00 - 17.30: Roundtable Discussion LEGAL AND REGULATORY ISSUES "Government" (Singapore)* "Consumer" (India)* "Legal Practitioner" Divino M. Villanueva, Jr. (Philippines-PANA, Chairman of Ad Board) "Advertiser" (Australia)*

19.00: Dinner hosted by Gatra (Weekly Magazine)

November 6, 1995 November 7, 1995 Breakfast hosted by Pikiran Rakyat (Daily)

09.30 - 10.30: Keynote Speech MEDIA IN THE UPTREND

10.30 - 11.00: Coffee Break

11.00 - 12.30: Panel Discussion "Growing Market for TV" Gary Davey (Hong Kong-Star TV)* "Newspapers Reshaping" Roger Fiedler köger riedler (USA-Director Knight-Rider, Information Design Laboratory) "Magazines Competition" Ann Morrison (USA) "Radio - The Challenging Medium" (USA-NAB)*

> 12.30 - 13.30: Luncheon hosted by Suara Pembaruan (Daily) at BICC

> > 14.00 - 15.30: Breakout Sessions GROWTH TRIANGLES "Hongkong-Southern China-Taipei" Speaker (Hong Kong)* "Singapore-Riau-Johor" Speaker (Malaysia)* Speaker (Thailand)*

15.30 - 15.45: Coffee Break

15.45 - 16.00: PanAsia Institute of Advertising Dato' Jaffar Mohd. Ali, KMN, PJK

16.00 - 17.30: Roundtable Discussion INDUSTRY BENCHMARKS "Advertiser" Jan Peelen (UK-Unilever PLC, London)* "Advertising Agency" Roy Bostock (USA-Chairman & CEO DMB&B Worldwide) "Audit Bureau of Circulation" Gloria Jarman (Australia-Executive Director of ABC Circulation) "Research Agency" SRG*

> 19.00: Dinner hosted by Jawa Pos (Daily)

Breakfast hosted by Surabaya Post (Daily)

09.30 - 10.30: Keynote Speech NEW TECHNOLOGIES Speaker: Nicholas Negroponte (USA-Director of MIT Media Lab)*

10.30 - 11.00: Coffee Break

11.00 - 12.30: Panel Discussion "Cable & Satellite Communications" Ir. Adi Rachman Adiwoso "Interactive Media" Murray Stroud
(UK-Director of ADPLATES Group Ltd. London)
"Mediamorphosis"
Shaun O'L Higgins (USA-President of INMA)

12.30 - 13.30: Luncheon hosted by Bisnis Indonesia (Daily) at BICC

14.00 - 14.15: Closing

19.00: Farewell Party hosted by KPI (Indonesian Advertising Commission), RCTI & SCTV (TV Broadcasting) Congress Summary: AdASIA'95 Chairman Presentation of AdASIA'97 Beijing* Closing Ceremony

November 8, 1995 November 9, 1995

AdAsia 1997 Manila

20th Congress



Slogan: IMGINASIA
Date: Nov. 12 – 15, 1997 Venue: Manila, Philippines 92 · Asian Advertising - 2007

Asian Advertising Congress 1997 (20th), Manila · 93



Images of ImaginAsia

tries to recapture the soul of AdAsia Manila '97 so it will forever be a "safe-kept" memory for all those who were a part of it.

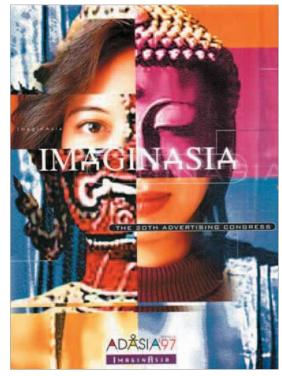
The 20th Asian Advertising Congress November 12 – 15, 1997 Manila, Philippines by Raymond Kalaw Nacino

AdAsia Manila '97, held at the PICC, Manila, Philippines, from November 12–15, took two years to prepare, but with the help of the local advertising industry and other communications groups in putting it together, it gathered over 2,350 delegates and guests from all over Asia and the world (biggest ever), over 2,000 more for the Araw Awards Night, generated income despite the Asian economic turmoil, showcased the best Filipino talents and culture, received hundreds of appreciation letters from attendees. It was a "lovely thing."

ImaginAsia: Asian Creativity in Focus

AdAsia Manila '97 was conceived with creativity as its main focus. The intention is for the delegates and the world to think of Asia as one of the world's dominant advertising arenas. Asia today is seen as the new wellspring of creative ideas, vibrant with consumer potential.

AdAsia Manila '97 has taken Asia's new role to heart by adapting Asian creativity as its theme, creativity that reflects the collective Asian identity, rich in feelings and imagination - thus ImaginAsia.



"Into my heart's treasury
I slipped a coin.
That time cannot rust
Oh, better than the minting
Of a gold-crowned king
Is the safe-kept memory of a
lovely thing."

-Sara Teasdale-

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Artistry Embodied in AdAsia Logo

AdAsia Manila '97 wanted its logo to have an association with the artist's tools, so each letter A is designed to represent the pencil.

The pencil's symbolism is especially relevant because every creative idea or concept - whether it's writing, sketching or finished art - starts from this tool.



Also, the base of each A extends to a particular art instrument (brush, pencil, compass, cutter and pen) to convey the message that this major event will showcase the broadest range of Asia's excellent creative works.

The stability obtained from the structure of the letter A also signifies the organization's strength and commitment and the middle letter A, which represents a compass can be seen to depict man with outstretched arms spreading unity and harmony among member nations.

Each A in the logo is a different color pencil red, yellow and blue.

The colors are those of the Philippine flag, in honor of the AdAsia '97 host country.

The AFAA Grants & Awards

A Measure of the AFAA's Success.



The Asian Federation of Advertising Associations (AFAA) was formed in Manila in 1978. The objecadvertising associations tives laid down by the organization's founders included

upgrading the standards, ethics and practices of the advertising industry.

A significant activity of the AFAA in this regard is the AFAA Grants and Awards, a biennial event which showcases the best of Asian advertising.

The AFAA Grants and Awards are a testament to the quality and creativity of advertising in the region. From its inception, the competition has offered a unique perspective of the development of Asian advertising. In a sense, the AFAA Grants and Awards are time capsules housing fragments of AFAA history, a tangible record of the successes the organization has achieved through the years.

The presentation of the AFAA Grants and Awards are held during the Asian Advertising Congress. The competition offers opportunities for advertising agencies across the Asia Pacific to demonstrate their best products, a fact not lost on the organizers of this year's AdAsia Manila '97 who have dubbed the Awards Night as "BestAsia". This November, the grants at stake are the AFAA Research Grant for Best Research Proposal and the Antonio R. de Joya Chair/Faculty Development Grant, while the awards being contested in the creative categories are Best TV Commercial, Best Newspaper Advertisement, Best Magazine Advertisement, Best Public Service Campaign and Best Agency Self-Promotion.





As the Philippines hosts the 20th Asian Advertising Congress on the 19th anniversary of the birth of AFAA in Manila, the AFAA Grants and Awards will continue to bear witness to the growth and dynamism of Asian advertising.



AdAsia '97 opened with citations for Messrs. Hideo Yoshida, Antonio de Joya, Indra Abidin and Senyon Kim, the early pillars of AFAA.

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Make it Manila! The Philippine delegation to the 19th AdAsia Congress in Bali, who made the successful bid to host the next AdAsia.



Filipinos welcome the delegates from all over Asia and the world.



starts today at PICC







A.F.A.A. INT'L COUNCIL. Officers of the Asian Federation of Advertising Agencies (AFAA) International Council take a break after a meeting. They are (from left) Ki-Seun Yoon, co-chairman, AFAA-International Advertising Agencies (IAA) liaison committee; Vichien Linchongsubongkoch, AFAA vice chairman; Divino M. Villanueva Jr., AFAA chairman; Senyon Kim, IAA World president; Yusca Ismail, AFAA vice chairman; and Javier Calero, co-chairman, AFAA human resources development committee. Standing (from left) are Dan T. Villa, chairman of AFAA grants and awards committee; Amar M. Gambol, AdAsia Manila '97 overall chairman, Pradeep Guha, member of AFAA human resources development committee; Hu-Long, member, AFAA publicity committee; Ta-Chie Sheen, chairman, AFAA publicity committee; Rources development committee; May be discussed during the congress which will least until Nov. 15 committee; Jamshed Qureshi, chairman, AFAA publicity committee; Vinit Suraphongchai, Asia-Pacific Advertising Festival; Niwat Wong Prompreeda of the Advertising Association of Thailand; and Masaharu Yamada of IAA Japan Chapter.

With tradeexhibit

The Philippines plays host to an international gathering of advertising leaders coming from more than 16 countries, as the 20th Asian Advertising Congress starts today at the Philippine International Convention Center (PICC).

Issues and trends affecting the advertising industry, particularly in Asia which has emerged as the fastest growing region last until Nov. 15.

President Ramos had earlier declared the month of Novem-

The Manila Bulletin banners the opening of the 20th Asian Advertising Congress as Filipinos welcome the delegates from all over Asia and the world.

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His Excellency Fidel V. Ramos, President of the Republic of the Philippines, delivers the keynote speech during the Opening Ceremony of the 20th AdAsia Congress.





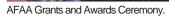


Mr. Oscar T. Valenzuela, President of 4A's Philippines, receives the symbolic gift from host association ASAP during the Ad Congress turnover ceremony.

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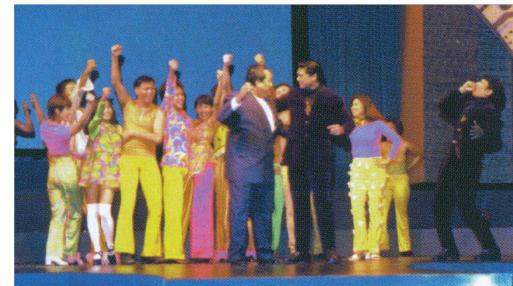












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SHAKING HANDS WITH ASIANS

Unilever's Brand of Creativity in Asia-Pocific Marketing RON LATHAM Personal Products Coordinator

MEDIA 2000: Are You Fit to Compete with the Megabuck Players?

IRA CARLIN Executive Vice President Worldwide Media Director

McCann-Erickson Worldwide

THE PRINT MEDIUM IN ASIA

Chairman & Executive Creative Director Leo Burnett Ltd., Bangkok, Thailand

Is It Responsive to New Creative Techniques?

12:30 LUNCH BREAK DOES CREATIVITY HAVE A NATIONALITY?

SOJI GEORGE TANAKA

RAMON R. JIMENEZ, JR.

Joint CEO Jimenez/DMB&B Manila

BREAK CREATIVE REVIEW: How Does Asia Score On CLIO And CANNES MICHAEL A. DEMETRIADES VP, International Director CLIO Awards

CHARLES A. SCIBERRAS

COSMOPOLITAN DINNER

Festival Director, International Ad Festival Cannes, France

Creative Director Tanaka Plus, Tokyo, Japan

Creative Director Cabe & Rawit

BHANU INKAWAT

INGE MASKUN

Indonesia

Open Forum

Open Forum

Shuttle to Makati

Brands That Travel, Brands That Don't TODD ATWOOD Worldwide Director for Global Advertising Colgate-Palmolive Company

Unilever International

9:00 A.M. Does P & G Behave Differently in Asia? ROBERT WIEHLING Senior Vice President Advertising & Corporate Affairs Procter & Gamble International

9:30

10:00

11:15

1:30

2:30

3:00

3:30

4:00

4:45

5:15

6:00

7:00

10:30 Open Forum

11:45 Open Forum

12:00 P.M. JACK MAISANO President Asiaweek

11:00 B R E A K



His Excellency, FIDEL V. RAMOS President of the Republic of the Philippines, will deliver the keynote speech during the opening ceremonies.



BHANU INKAWAT Concurrent Chairman and Executive Creative Director of Leo Burnett Ltd.. Thailand, will discuss "Does creativity have a nationality?



SOJI GEORGE TANAKA Founder and Creative Director of Tanaka Plus, Japan will discuss "Does creativity have a nationality

	DAY WEDNESDAY
	12 NOVEMBER
30 A.M.	Assembly at the PICC Plenary Hall
00	Arrival of His Excellency FIDEL V. RAMOS President, Republic of the Philippines
10	Philippine National Anthem
30	Invocation
35	Welcome Remarks DIVINO M. VILLANUEVA J.R. Chairman, Asian Federation of Advertising Associations (AFAA)
45	ADASIA Opening Ceremonies Presentation
0:15	Introduction of the Keynote Speaker AMAR M. GAMBOL Overall Chairman, AdAsia Manila '97
0:17	Keynote Speech by His Excellency, FIDEL V. RAMOS President, Republic of the Philippines
:00	BREAK
1:15	Citation for MR. HIDEO YOSHIDA and MR. ANTONIO R. DE JOYA
THE	ROLE OF ASIA IN OUR NETWORK PLANS (Part 1)
:30	KEITH REINHARD Chairman & CEO DDB Needham Worldwide, Inc.
2:00 P.M.	ALLEN ROSENSHINE Chairman & CEO BBDO Worldwide
2:30	LUNCH BREAK
Are	WEST MEETS EAST: • Westeners Changing Asian Values Or Is Asia Changing Theirs?
30	MARTIN SORRELL Group Chief Executive WPP Group
THE	ROLE OF ASIA IN OUR NETWORK PLANS (Part 2)
15	JOHN DOONER Chairman & CEO McCann-Erickson Worldwide
45	ROY BOSTOCK Chairman The MacManus Group
15	CHRIS JONES CEO J. Walter Thompson International
45	Open Forum
15	BREAK
	ADVERTISING SELF-REGULATION: WHAT'S THE BEST ASIAN MODEL?
30	YUSUO YOSHITOME Director ASEAN Regional Office Dentsu, Bangkok

JAMSHED QURESHI

Director Pakistan Advertising Association

Shuttle to Folk Arts Theater

BARRIO FIESTA DINNER Folk Arts Theater (FAT)

7:00

RAYMOND SO Chairman & CEO J. Walter Thompson Co., North East Asia

ASIAN PLAYERS, GLOBAL CHALLENGERS 9:00 A.M. MANUEL V. PANGILINAN Managing Director First Pacific Company, Limited Hong Kong SUBODH BHARGAVA Group Chief Executive Eicher Group of Companies 10:00 Open Forum 10:30 B R E A K EMERGING VALUE CHANGES AMONG ASIAN WOMEN ELEANOR MODESTO 10:45 Managing Director Lintas Indonesia 11:15 Chief Executive The Better HongKong Federation 11:45 Summation by PETER WELDON 12:00 L U N C H B R E A K AFTERNOON FREE FOR SHOPPING, SPORTS OF TOURS (1:30 to 5:30 P.M.) Asian Federation of Advertising Associations GRANTS & AWARDS DINNER PRESENTATION



9:00 A.M. NORMAN VALE Director General IAA

BREAK

9:30

11:30

12:30

7:00

AS OF APRIL 1997

(Still subject to change)



LEONIE KI Chief Executive of The Better HongKong Foundation and former Chairman/CEO of Grey H.K. and Grey China will speak on "The Emerging Value Changes Among Asian Women".



ELEANOR MODESTO Managing Director of Lintas Indonesia and alumna of PAC, ACC and Lintas Manila will speak on "The Emerging Value Changes Among Asian Women".

AdAsia 1999 Pattaya

21st Congress



Date: Nov. 17 – 20, 1999 Venue: Pattaya, Thailand 106 · Asian Advertising - 2007

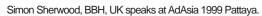
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The logo of the 21st Asian Advertising Congress.

The 21st Asian Advertising Congress November 17 –20, 1999 Pattaya, Thailand







Keynote Speaker Dan Wielden at AdAsia 1999 Pattaya.



VIPs at AdAsia 1999 Pattaya.

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Speaker Scott McDonald, Times Warner Ritz Khan of CNN at AdAsia 1999 Pattaya. USA at AdAsia 1999 Pattaya.





Keynote Speaker, Sheng Yuan Chow, Commercial Times, Taiwan at AdAsia 1999 Pattaya.





Jim Ferguson, Y&R New York speaks at AdAsia 1999 Pattaya.

Hideo Ishikawa of Hakuhodo speaks at AdAsia 1999 Pattaya.

Mr. T. Nozue in a pensive mood at AdAsia 1999 Pattaya.





S. K. Hong of Korea.



Vinit Suraphongchai, Chairman of AFAA, AdAsia 1999 Pattaya.



Speakers at AdAsia 1999 Pattaya.

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Mr. Apirak Kosayothin, Mayor of Bangkok, AdAsia 1999 Pattaya.



Raymond So of Taiwan, speaker at AdAsia 1999 Pattaya.



Miss World from India at AdAsia 1999 Pattaya with Arun Nanda, Head of Delegates from India.



Mr. S. K. Hong of Korea, AdAsia 1999 Pattaya.



Jean-Claud Bulouse and wife at AdAsia 1999 Pattaya.



Dato Mohamad Ali Jaffa of Malaysia at AdAsia 1999 Pattaya.

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S.Swammy of R. K. Swarmy and friend at AdAsia 1999 Pattaya.



Two Oshimas, no relations! at AdAsia 1999 Pattaya.



Ritz Khan of CNN at AdAsia 1999 Pattaya.



Delegates from Taiwan at AdAsia 1999 Pattaya.

AdAsia 2001 Taipei

22nd Congress



Slogan: From Evolution to Revolution

Date: Nov. 19 –21, 2001

Venue: Taipei, Taiwan

Participants: 19 countries. No. of participants including delegates and speakers and their companions: 851.

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Asian Advertising Congress 2001 (22nd), Taipei · 117

CHAPTER 1

Asian Advertising Congress 2001 (22nd), Taipei

by Jonathon Chen

The logo of the 22nd Asian Advertising Congress.



The 22nd Asian Advertising Congress Takes Place in 2001 under the Leadership of Longmen Hu

After winning the 2001 meeting at Manila in November 1997, Taiwan's advertising industry swung into action. After a series of preliminary meetings the official Steering Committee was announced in May 1998. The committee was led by Chairman Longmen Hu and included two Vice-Chairmen, Tomming Lai (also Executive Director) and Ta-chi Shen; and three Deputy Executive Directors, Clark K. Huang, Raymond So and Johnny Duann. These men oversaw the planning and development of the Congress through nine committees: the Conference Planning Committee, the Programs & Activities Committee; the AFAA Grant/Award Committee; the Venue & Logistics Committee; the Registration & Hospitality Committee; the Funds & Sponsorship Procurement Committee; the Exhibition Committee; the Promotion & Communication Committee: the Finance Committee and the Secretariat. All these committees worked to make the 22nd AAC a success in four years' time.

ress Background of the 22nd Asian Advertising Ship Congress in Taipei in 2001

> Official Name: The 22nd Asian Advertising Congress Unofficial Name: AdAsia 2001 Taipei Congress Theme: "From Evolution to Revolution" Congress Logo: Taiwan is home to many different species of

Taiwan is home to many different species of butterfly, and the logo features the famous "butterfly orchid" also found on the island. Thus the logo captures the beauty of the flower as well as the idea of a butterfly in flight. The butterfly and the orchid represent the process of transformation and development contained in the Congress theme, "From Evolution to Revolution". Those who read Chinese will also note that the shape of the orchid is similar to the second character in the Chinese name for Taipei, the site of the 22nd Congress.

Time:

Taipei International Convention Center (opening ceremony, seminars, closing ceremony)
Taipei City Plaza (Taipei Night)
Grand Hotel (Dentsu Night)
Grand Hyatt Taipei Hotel (India Night)
Chiang Kai-shek Memorial Hall (Taiwan Night)

Participating nations/territories:

India, Indonesia, Malaysia, Singapore, the Philippines, Thailand, Mongolia, Nepal, Vietnam, Oman, Australia, USA, France and Belgium (total of 19 areas) No. of participants including delegates and speak-

Taiwan, Japan, Korea, China, Hong Kong,

No. of participants including delegates and speakers and their companions: 851

Congress Chairman:

Longmen Hu (Chairman, Asian Federation of Advertising Associations and Chairman, Taipei Association of Advertising Agencies)

Sponsors:

Taipei Association of Advertising Agencies – TAAA

Organizers:

The Steering Committee of AdASIA 2001 TAIPEI

Concurrent Exhibition:

Adasia 2001 Taipei Exhibition

Registration fees:

Overseas participants

- · Delegate US\$1,100 (Early Bird US\$990)
- · Companion US\$660 (Early Bird US\$600)

Local Participants

- · Delegate NT\$33,000
- Special package NT\$16,000
- Student NT\$10,000

Congress website: http://www.adasia2001.org.tw Official languages:

English and Mandarin Chinese (events held in TICC offered simultaneous interpretation in Chinese, English and Japanese)

Official airline: China Airlines

Official hotels:

Grand Hyatt Taipei Hotel, Grand Hotel, Howard Plaza Hotel, Rebar Royal Hotel Term of Secretariat: May 1998 to February 2002

The Congress venue- Taipei International Convention Center.



The promotional poster of AdAsia Taipei.



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The 12th AFAA General Body Meeting conducted prior to the Congress.



The AdASIA venue.



The First Major Asian Advertising Congress of the 21st Century

As the first advertising congress to usher in the 21st century, AdAsia 2001 Taipei was destined from the start to be a memorable occasion and an auspicious start to the new century. The Congress theme of "From Evolution to Revolution" emphasized the role of change and progress in civilization, and the fact that the rate of change is con-

stantly speeding up. In today's high-tech world we find the effects of evolution in civilization everywhere in our cultures, in our technology and in our daily lives. In light of these unceasing changes we need to find a way to keep up with or even outstrip the rate of evolution in society by launching a revolution.

Advertising will play a highly critical role in this new revolution. The 2001 Congress' theme of "From Evolution to Revolution" tied together advertising and its related industries in the spirit of facing up to the huge changes that lie ahead. The hope is that this new revolution will bring more than just temporary changes. It should be a spark that will ignite the markets of Asia and the world and lead to even greater achievements in the century to come!

Four subtopics were covered in the seminars held during the 22nd Congress, including New Communication, New Creativity, New Media and New Advertising.

New Communication:

- · Modern Technology & Consumer Lifestyle
- · Modern Technology & Communication
- · Communicating with the e-Generation
- · Revolution in Asian Consumer Behavior
- · Internet Behavior

New Creativity:

- · The Asian Creative Revolution
- Creative Development in the 21st Century
- New Creativity: Internet Creativity
- · New Creativity: An Asian Creative Forum
- · Public Service Advertising

New Media:

- · How will Media Independents Face the Future?
- The Internet: Where Are We Now, Where Are We Heading?
- Mobile Marketing & Advertising
- Outlet Marketing
- · The Future of Media Services



President Chen Shui-bian gave the opening speech. Chairman Hu attended.

- The Wireless Revolution A New Paradigm for Media & Advertising
- · Order from Disorder Asian Media in 2004

New Advertising:

- Advertising Industry in the 21st Century
- The Future of Full Service Agency
- The Branding Revolution in Asia

The AdAsia 2001 Taipei was graced by Taiwan

All AFAA Members attended.



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The Plenary Hall of TICC.

Government in that President Chen Shui-bian attended and addressed the opening ceremony to welcome all delegates. More than 40 speakers from around the world read papers and led seminars on various topics during the 22nd Congress. A sampling of the list includes such illustrious names as Stan Shih (Chairman & CEO & Co-Founder/ACER Group); Ian Batey (Founder/Batey Advertising); Dominic Proctor (COO/MindShare Worldwide); Jerry Buhimann (COO/Carat International); Fumio Oshima (Senior Managing Director/Dentsu Inc.); Keith Reinhard (Chairman & CEO/DDB Worldwide); James Murdoch (Chairman & CEO/ STAR Group) and Kouji Ohboshi (Chairman/NTT DoCoMo).

Social Programs and Special Interactive Events

This historical Congress offered a brilliant schedule of lectures and discussions, and it also featured a wide range of social and interactive events to entertain delegates and their companions during their stay in Taipei. Each activity was geared to ensure that participants would come away with a deep and lasting impression of Taiwan as the host country for the Congress. Although we hope that it will not be another long 35 years before Taipei has another chance to host the Congress in comparison to what it was in 35 years ago.

The three days and four nights of the 22nd Congress included seven banquets, opening and closing ceremonies and a variety of coffee breaks and leisure activities. The event was followed by the AdAsia Cup Golf Tournament, one day after the Congress concluded. Throughout all of these events the organizers and sponsors were careful to offer activities that would appeal to all and would help to encourage interaction and friendship among delegates.

The country-themed nights and special luncheons and banquets were all memorable affairs staged at various venues around Taipei. Highlights of the four days of activities included the Welcome Party - Taipei Night (local style); STAR Luncheon / Gala Party - Dentsu Night (international style); Hakuhodo Luncheon / Social Party - India Night (exotic style); and the China Airlines Luncheon / Farewell Party - Taiwan Night (cultural style).

Events and Developments during the Planning Stage Keep the Organizers on Their Toes

Taiwan's advertising industry worked hard and fast during the four years of preparation time allotted to them, but things did not always go according to plan. The Organizing Committee ran into a number of natural disasters and incidents which were to have a significant impact on the eventual staging of the 22nd Congress. Some of the more serious events were:

1) The '9-21' Earthquake of September 21, 1999, a hundred-year earthquake in Taiwan

On the night of September 21, 1999, just as members of Taiwan's advertising community were making preparations for their presentation at Taipei Night during AdAsia 1999 Pattaya, Taiwan was hit hard by the '9-21 Earthquake', a 100-year earthquake which rocked the scales at 7.3 and caused serious damage and casualties in practically every corner of the island. Still the group continued to plan and prepare, even as many in the region began to wonder if Taiwan would be capable of holding the 2001 Congress after all. One of the first changes made was to abandon the original theme of "2001 Taipei Odyssey" and adapt the theme of "Keep Going! Taipei!" The AdMan Band, organized by the senior advertising leaders gave a lively performance on Taipei Night. The group's pitch centered on words like "forward" to emphasize that the Taipei planning effort was indeed moving forward and that the Congress would come off on time and without a hitch.

2) The Rise of the .com Phenomenon and its Impact on Spending by Sponsors

In the early stages of planning Taiwan's economic strength and political stability led the Steering Committee to aim at producing "the greatest Asian Advertising Congress in history." The rise of the global .com phenomenon in 2000 came about even as many areas of technology



Taipei Night.



Dentsu Night (Left)

Ms. World - Priyanka Chopra attended India Night (Right)



Taiwan Night.

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were struggling and the world's economies were not doing all that well. Taiwan itself was facing its slowest period of economic growth in decades. The government was reluctant to extend a great deal of support, and layoffs were causing a great deal of concern in the private sector, leading to serious difficulties for the Committee in mapping out plans for the Congress. Eventually the government came through in the form of support from the Government Information Office and a number of sponsors and media organizations, which contributed their own resources and personnel to ensure that planning for the Congress would go smoothly in the final stages.

3) 9/11: A Terrorist Attack Brings Severe Cutbacks in Attendance and Income for the Congress

Although the terrorist attacks of September 11 and the US's initial responses were far removed from Taiwan and the 22nd Congress, their impact on planning and preparation were immediate and serious. The incident severely dampened enthusiasm for international travel and brought a spate of cancellations for reservations at the Congress. The reduced number of delegates meant a decrease in anticipated revenue from the Congress as well as related events. Fortunately the long-time relationship from the senior of Committee with other AFAA members, the Committee quickly took steps with measures such as the emergency contingency plan and adjustments in the registration fees for the Congress, all designed to minimize the effects of 9/11 on planning and execution of the event. In contrast with international congresses in many other areas, which were postponed or even cancelled due to qualms about terrorist attacks, planning for the 22nd AdAsia 2001 Taipei continued much as before.

The Campaign for AdverTaiwan

Publicity for AdAsia 2001 Taipei was spear-headed by overseas media placements and a road show which visited major cities throughout Asia. This was complemented by a series of activities designed to stir up interest among Taiwan's advertising industry and other local organizations and individuals. The "Campaign for AdverTaiwan" was, as its name suggests, a program to develop strong local support for advertising and for the 22nd Congress. The campaign stressed the importance of advertising in Taiwan's vibrant economy as well as ongoing efforts to ensure that advertising in Taiwan will always have a strong local flavor.

The "Campaign for AdverTaiwan" served to drum up enthusiasm for advertising and to encourage localization of advertising in the Taiwan market even as it invited the local population to follow and even take part in AdAsia 2001 Taipei. The Steering Committee was carrying on promotional events at different levels throughout the run-up to the Congress with three major aspects to the campaign:

1) Increase Awareness of the Congress to Take Place in Taipei

This segment of the campaign featured advertising and an "auction" of well-known faces from local advertising, as well as a contest to identify the "Asian Rising Stars" in the advertising industry. This was complemented by a drive to recruit more than 300 part-time student aides from col-

lege campuses to help with certain aspects of running the Congress.

2) Better Advertising Education in Taiwan

The "Advertising Agency Creatives" segment of the campaign invited 19 advertising agencies and three well-known film directors to submit TVCs and print advertisements in support of the Congress. This gave the agencies a greater sense of commitment to the Congress and also helped to develop a website for the Congress as planning continued.

3) Development and Promotion of the Congress

The Steering Committee produced a large number of advertorials and promotional materials to further increase awareness of the upcoming Congress among the public. In addition, special groups were established to carry out direct marketing and promotional events which would draw more attention to the Congress and encourage people to sign up and attend. Taiwan's media were also very helpful in generating interest in the upcoming Congress. They helped to create a favorable atmosphere for the promotion of "AdASIA" as well as "advertising", contributing both directly and indirectly to support for the Congress among the public in Taiwan. They donated an estimated US\$2.2 million in time and space to advertise the Congress as well as offering invaluable creative and promotional inputs that were essential in the overall success of the event.

AdAsia 2001 Taipei Attracts a Total of 819 Delegates

Initial estimates of attendance in AdAsia 2001 Taipei were 1200 persons. Unfortunately the combination of economic uncertainty and the 9/11 attack only two months before the opening of the Congress resulted in a decrease in registration. Still, the eventual figure of 819 delegates was very encouraging, and a breakdown of delegates by country and background is shown below*.

AdAsia 2001 Taipei - An Asian Advertising Congress Unlike Any Other

Every Asian Advertising Congress has its own unique history and related events, but the 22nd Congress held in Taipei in 2001 was distinguished by several very special developments:

The AFFA Accepted Mongolia as a Regular Member and Also Accepted Individual Members from Vietnam

The Asian Federation of Advertising Agencies (AFAA) widened its scope in the period preceding the 22nd Congress by accepting members from two widely separated areas of Asia - Mongolia and Vietnam. Longmen Hu, who served as Chairman of AFAA from 1990 to 2001 and was also Chairman of the Steering Committee for the 22nd Congress, announced the inclusion of Mongolia as a Regular Member of the Association while Vietnam was admitted on the basis of Individual Memberships. This brought the total number of members in the Association to 15 including 12 Regular Members, one Corporate Member and two Individual Members. The 22nd

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Asian Advertising Congress 2001 (22nd), Taipei · 125

Congress marked the first time delegates from Mongolia had a chance to participate in this Asia-wide event. Thus although the total number of delegates was less than anticipated because of the reasons noted above, the composition of the delegations was different from anything ever seen before.

The old / new logos of AFAA.



2) The AFAA Unveiled a New Association Logo for the New Century

During the International Council Meeting of the AFAA at Pattaya in 2000, Indra Abidin of Indonesia was invited to design a new logo which represents the new face of AFAA for the future. The old logo had been in use since 1978, and the appearance of the new logo represents a fresh start for the AFAA at the start of the 21st century. It was officially introduced to the world at the AdAsia 2001 Taipei.

3) The Taipei Congress was Carried Out Successfully despite Unprecedented Natural Disasters and Terrorist Acts

*Attendance Survey

Industry / Country	Australia	Belgium	China	France	美	India	Indonesia	Japan	Korea	Malaysia	Mongolia	Nepal	Oman	USA	Philippines	Singapore	Thailand	Vietnam	Taiwan	Subtotal
Advertising Agencies		2		1	1	7	12	60	11				1	1		7	11	2	380	496
Media / Media Independent	1		1		9	26	16	8	11	12	1	1				4			10	100
Advertisers					1		4	1	1			1				1			22	31
Production / Studios																1			88	89
IT Business																			20	20
Associations								13	4	4	3				1				10	35
Academia							2									1			10	13
Other (Government PR / Research)			1			3	1	10	5	3						2			10	35
Subtotal	1	2	2	1	11	36	35	92	32	19	4	2	1	1	1	16	11	2	550	Grand Total 819

The opening ceremonies of the 22nd Congress in November 2001 came a scant two months after the world was rocked by the terrorist attacks of September 11 in the US. The shock and dismay felt by people everywhere affected planning for the Congress along with many other activities around the world. In order to mitigate the effects of these disasters the Steering Committee met with government agencies two weeks ahead of the opening to discuss everything from the possibility of further terrorist attacks to recognition that the Congress might have to be cancelled completely if the situation deteriorated any further. The uneasiness generated by 9/11 created an atmosphere of tension never seen in any other Asian Advertising Congress in history.

Looking Forward to Taipei's Next Stint as Hosts of the AAC

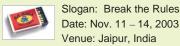
AdAsia is now approaching the 50th anniversary of its first meeting. Taipei has had the honor of hosting two of the Congresses that have been held during the period, and we hope that this year's meeting will be a success in every way. All the best to you, and see you in Seoul!



The Proceedings of AdAsia 2001 Taipei.

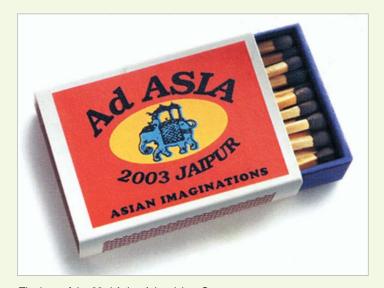
AdAsia 2003 Jaipur

23rd Congress



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Asian Advertising Congress 2003 (23rd), Jaipur · 129



The logo of the 23rd Asian Advertising Congress.

The 23rd Asian Advertising Congress November 11 –14, 2003 Jaipur, India



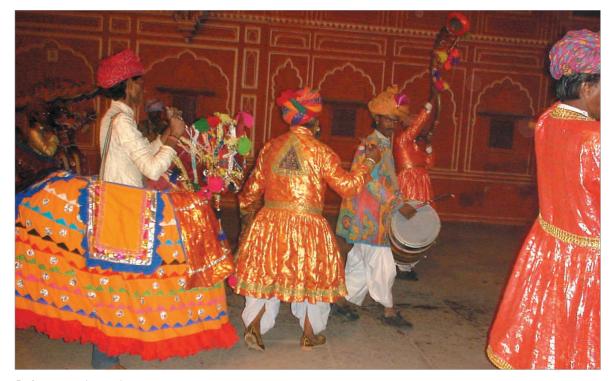




Opening ceremony.



Chief delegates on stage.



Performance at the opening ceremony.



Signboards at the conference hall.



Delegates in front of the conference hall.



AFAA International Council meeting.



Delegate delivering speech.

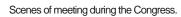


Asian Advertising Congress 2003 (23rd), Jaipur • 131

AFAA International Council meeting.

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Scenes of meeting during the Congress.



Chief delegates on stage.

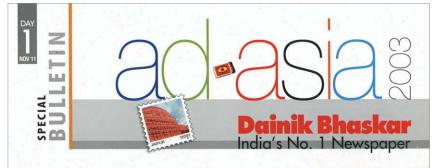


Scenes at the Congress.



Scenes at the Congress.

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After a gap of 42 years it was a royal experience indeed for the delegates & the Maharaja himself.

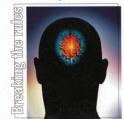


It was an evening to be remembered and cherished for life. A spectacular Royal procession, straight out of Jaipur's regal past came to life here today. History was re-enacted as the traditional Royal procession of the Kachchawas, the establile ruling house of Jaipur, was taken out in honour of the delegates to Ad ASIA 2003 being held in the Pink (EV); It was last taken out in 1961 when Queen Elizabeth visited Jaipur.

Last taken out in 1961 when Queen Elizabeth visited Jaipur, was taken out in 1961 when Queen Elizabeth visited Jaipur, which is the procession of th

A filtle before the Royal procession started, beauty queen and former Miss World Priyanla Chopra, dressed in dazzling white princely silks, adorning a tarra of diamonds, emerged from the Ragendra Pole narrance, riding regulpi in a Royal Bugg, drawn by a black stallion. Royals and several celebrities, including a

Convergence of 'heads' & brains



The best ad phrases have already been written. What is left, is to break the rules.

And that is reason why Ad ASIA has not only chosen to be in the land of one billion but also in a place which is not a gateway city. And finally Ad ASIA has arrived in India after two decades. After 1982 it is now.

ASIA has arrived in initial after two declarests, After 1792, 18 is now. It also breads the notion that it neither has the required infrastructure nor any exciting venue to host such an event. But then, it is difficult to ignore one billion people, a third of them with rising incomes constituting one of the largest consumer markets in the world. When the manufacturing companies are operating up at the Indian Cateway¹, those who help the nanufacturers should also come here and why not.

The city of Jaipur had the pleasure of honouring the distinguished participants of Ad-Asia 2003 at one of the best venues in the country-The private palace of the Maharaja of Jaipur



Last few years have created such a buzz about India in the world of advertising.

Program

200 TMINGS 9.30 ONWARDS	TOPIC	Charles House Street
0.30 ONWARDS		COR Crum)
	DINNER & ENTERTAINMENT - CITY PALACE (Dress code: Loun	GE SUIT)
AY		
TUE		
novembe 200		
TMINGS	ТОРІС	SPEAKERS
ESSION 1		
9.00 - 10.15	Inauguration (Please be in your seats by 8.30 a.m. For details see	PAGE 10)
0.15 - 10.45	TEA BREAK	
ESSION 2	BREAKING THE RULES: MANAGEMENT PERSPECTIVES	
0.45 - 11.45	THE FUTURE OF COMPETITION: WHAT IS THE ROLE OF ADVERTISING?	C.K. Prahalad
.45 - 12.30	Creativity at the Centre of Organization Structure Engaging Tomorrow's Consumer	RICARDO SEMLER M. S. BANGA
2.30 - 13.15		IVI, O. DANGA
3.15 - 14.30	LUNCH	
ESSION 3	REWRITING THE RULES	
4.30 - 15.25	Cult Branding: The Harley Davidson Experience	Clyde Fessler
5.25 - 15.50	Challenging Mega Brands: The Jollibee Experience	Carolina Inez Reyes
5.50 - 16.20	TEA BREAK	
ESSION 4	SHAPING THE FUTURE OF COMMUNICATIONS	
5.20 - 16.55	A New Kind of Network	Tim Lindsay
5.55 - 17.30	Targeting in a Media - Fragmented Audience	IRWIN GOTLIEB
ESSION 5	VIDEO CONFERENCE	
	Whose Money Is It Anyway?	Sergio Zyman
7.30 - 18.30		

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PESSION 1 19.00 - 10.00 THE NEW BRAND WORLD SCOTT BEDBURY EESSION 2 CHAIRMEN'S ROUND TABLE 1.20 - 11.20 India: The Brand Mukesh Ambani Kumar Mangalam Birla Ian Batey (Moderator) 1.20 - 11.30 Asian Advertising Forum Gunadi Sugiharso 1.30 - 11.40 Ad Fest Vinit Surapongchai 1.40 - 12.30 BRUNCH	and another law		
TIMINGS TOPIC SPEAKERS SESSION 1 109.00 - 10.00 THE NEW BRAND WORLD SCOTT BEDBURY SESSION 2 CHAIRMEN'S ROUND TABLE 10.00 - 11.20 India: The Brand Mukesh Ambani Kumar Mangalam Birla Ian Batey (Moderator) 11.20 - 11.30 Asian Advertising Forum Gunadi Sugiharso 11.30 - 11.40 Ad Fest Vinit Surapongchai 11.40 - 12.30 BRUNCH	WE	ED aber	
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SESSION 2 CHAIRMEN'S ROUND TABLE 10.00 - 11.20 India: The Brand Mukesh Ambani Kumar Mangalam Birla Ian Batey (Moderator) 11.20 - 11.30 Asian Advertising Forum Gunadi Sugiharso 11.30 - 11.40 Ad Fest Vinit Surapongchai 11.40 - 12.30 BRUNCH	SESSION 1		THE HEREE DOTS BOLLING A
MUKESH AMBANI KUMAR MANGALAM BIRLA LAN BATEY (MODERATOR) 11.20 - 11.30 ASIAN ADVERTISING FORUM GUNADI SUGIHARSO VINIT SURAPONGCHAI 11.40 - 12.30 BRUNCH	09.00 - 10.00	THE NEW BRAND WORLD	SCOTT BEDBURY
Kumar Mangalam Birla Ian Batey (Moderator) 11.20 - 11.30 Asian Advertising Forum Gunadi Sugiharso 11.30 - 11.40 Ad Fest Vinit Surapongchai 11.40 - 12.30 BRUNCH	SESSION 2	CHAIRMEN'S ROUND TABLE	
II.30 - II.40 AD FEST VINIT SURAPONGCHAI II.40 - 12.30 BRUNCH	10.00 - 11.20	India: The Brand	Kumar Mangalam Birla
II.40 - 12.30 BRUNCH	11.20 - 11.30	Asian Advertising Forum	Gunadi Sugiharso
	1.30 - 11.40	AD FEST	Vinit Surapongchai
2.30 ONWARDS SIGHTSEEING / GOLF TOURNAMENT (RAMBAGH GOLF COURSE)	1.40 - 12.30	BRUNCH	
	2 20 ONWARDS	SIGHTSFFING / GOLF TOURNAMENT (RAMBAG	H GOLF COURSE)

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2TH	U .	
200	12	
TIMINGS	TOPIC	SPEAKERS
SESSION 1	THE RESERVE OF THE PROPERTY OF	
9.00 - 10.00	Breaking the Rules, Discovering and Exploring Direct Marketing	Lester Wunderman
SESSION 2	BUILDING GREAT BRANDS	
0.00 - 10.35	Learning from International Power Brands	Christoph Prox
10.35 - 11.15	Measuring and Leveraging Brand Power	Rory Morgan
1.15 - 11.45	TEA BREAK	
SESSION 3		
1.45 - 12.40	Becoming a Global Champion	Rajat Gupta
2.40 - 12.50	World Advertising Congress 2004	Shi Xuezhi
2.50 - 13.50	LUNCH	
SESSION 4	DELIVERING AUDIENCES	
3.50 - 14.00	Introduction	STEFANO HATFIELD
14.00 - 14.35	The New Rules of Media and Advertising	Chris Charron
4.35 - 15.15	Advertising: The Brain Game	Noel Coburn
5.15 - 15.50	THE GLOBAL / LOCAL CONFLICT	Jane Gorard
5.50 - 16.20	TEA BREAK	
SESSION 5	CELEBRATING THE BEST OF ASIAN ADVERTISING	
16.20 - 16.45	The Thailand Creative Showcase	Jureeporn Thaidumrong
16.45 - 17.00	The Philippines Creative Showcase	RAMON JIMENEZ
17.00 - 17.15	The Korea Creative Showcase	Woong - Hyun Park
17.15 - 17.30	The Pakistan Creative Showcase	Seema Jaffer
19.30 ONWARDS	DINNER & ENTERTAINMENT - JAIMAHAL (Dress code: Smart Casual)	

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200 IMINGS	TOPIC	SPEAKERS
ESSION 1		AND THE STREET
9.00 - 10.00	THE GOD THAT FAILED	JACK TROUT
ESSION 2	GREAT CAMPAIGNS THAT BUILD GREAT BRANDS - I	
0.00 - 10.10	Introduction	Stefano Hatfield
0.10 - 10.45		Marcello Serpa
0.45 - 11.20		Jeff Goodby
1.20 - 11.50	TEA BREAK	
ESSION 3	GREAT CAMPAIGNS THAT BUILD GREAT BRANDS - II	
1.50 - 12.00	Introduction	Stefano Hatfield
2.00 - 12.35		David Droga
2.35 - 13.15		Tarsem Singh
3.15 - 14.15	LUNCH	
4.15 - 14.30	BID FOR AdASIA 2007	
ESSION 4	INSIDE THE MIND OF THE CONSUMER	
4.30 - 15.05	LIBERATION THROUGH AGEING	Hidehiko Sekizawa
5.05 - 15.40	NEGOTIATING SLYLY WITH TRADITION -	
	Mapping Changing India Through Its Everyday Life	Santosh Desai
5.40 - 16.10	TEA BREAK	
SESSION 5	CELEBRATING THE BEST OF ASIAN ADVERTISING	
6.10 - 16.30	The Japan Creative Showcase	Yukio Nakayama
6.30 - 16.50	THE INDIA CREATIVE SHOWCASE	Piyush Pandey
SESSION 6	SUMMING UP	
6.50 - 17.40	THE FUTURE SHAPE OF WORK	Charles Handy
7.40 - 17.45	CLOSING	

AdAsia 2005 Singapore

24th Congress



Slogan: Winning in Asia ADASIA 05 Venue: Singapore

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Asian Advertising Congress 2005 (24th), Singapore · 141

CHAPTER 1

Asian Advertising Congress 2005 (24th), Singapore

by Eddie Chan

Asian Advertising Congress

Host country, date and duration: Singapore, Nov. 20 to 23, 2005 (3 1/2 days) Name of organizing committees: AdAsia 05

Organized by:

- · Association of Accredited Advertising Agents, Singapore (4As)
- Singapore Advertisers Association (SAA)
- Advertising Media Owners Association of Singapore (AMOAS)
- · Association of Broadcasters Singapore (ABS)

Chairman: Mr. Lim Chin Beng Senior Advisor: Mr. Yong Poh Shin, AFAA Chairman

Deputy Chairman: Mr. Eric Teng Conference Sub Committee Chairman:

Mr. Woon Tai Ho

Finance Sub Committee Chairman:

Mr. Lawrence Loh

Marketing & Promotions Subcommittee

Chairman: Mr. Anthony Kang, alternate Chairman: Mr. Eddie Chan

Travel/Hospitality Subcommittee:

Mr. Benjamin Teh

Congress venue:

Suntec Singapore Convention & Exhibition Centre

Theme of the congress:

Winning in Asia—New Strategies for a Changing Asia

Symbol:

A starburst of color rice, representing a bountiful harvest

Number of delegates and participants:

1,390, host 220 and foreign countries 1,170

Number of countries: 34

Key players for the congress:

Mr. Lim Chin Beng, Chairman of Singapore Press Holdings Ltd

Mr. Yong Poh Shin, President, SAA

Mr. Eric Teng, Vice President, 4As

Mr. Anthony Kang, President, 4As

Mr. Lawrence Loh, President,

AMOAS

Mr. Woon Tai Ho, President, ABS

Mr. Benjamin Teh, Vice President, SAA

Key speakers and Moderators:

Mr. Tham Khai Meng, Co-Chairman of Ogilvy & Mather Asia Pacific

Mr. Michael Lee, Chairman & World President, IAA

Mr. Hermawan Kartajaya, President.
World Marketing Federation
Mr. Tony Fernandes, Director &
Group CEO, AirAsia
Mr. Hwang Seong (Sunny) Hwang,
Vice President, Samsung Electronics Co. Ltd
Dr. Paul Temporal, Group Managing
Director, Temporal Brand Consulting
Ms. Lorraine Hahn, Host CNN,
TalkAsia
Ms. Mishal Husain, News Presenter,
BBC News
Mr. Melvin Yong, Anchor. Channel
NewsAsia

General Advertising Situation in the Year of the Congress

In 2005, the total advertising expenditure on media slowed down to S\$1.86 billion after hitting S\$2.03 billion in 2004. The main reason for this contraction in ad spend was the merger and takeover of the Mediaworks TV station by Mediacorp TV, reducing the free-to-air channel by one. Also as part of this deal Singapore Press Holdings had to stop the publication of the free distribution "Streets" tabloid newspaper which competed head-on with "Today" newspaper. This merger was an economic decision as the fierce competition had made both these media losing propositions. Newspapers and television both dominated the advertising pie with 39% share each of the total ad spend. This was followed by radio with 10% share, magazines 5% share and 7% share for all other media, namely transport and outdoor.

The number of advertising agencies operating

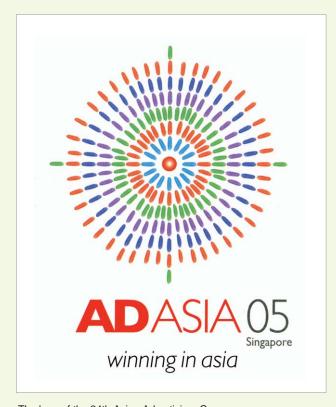
in Singapore was estimated around 150, but it is dominated by about 10 large at international agencies. With the prolonged recession in 1997, advertising agencies were hard hit as advertisers cut back on their advertising budgets. This combined with the inroads made by the media houses offering savings and rebates for media planning and placing services had caused the demise of many small local agencies. The advertising profession became rather fragmented and survival of the fullservice agencies was threatened following the global trend. The advertising agencies restructured themselves and became smaller units offering specific services such as creative, brand management, media planning and buying, interactive, events and promotions.

Also during the recession period from 1997 to 2003, due to downsizing, many advertising people lost their jobs and staff training was neglected as agencies were in survival mode. However since 2003, as the economy recovered and market confidence regained, agencies started to employ more staff but sadly due to the high attrition rate during the previous few years, demand exceeded supply. Poaching of good employees became rampant and salary levels for talented creative, account management and media personnel started to move north again. The costs of operation naturally increased in tandem with the growth of the economy, which was 6.4% last year.

Appendices

Reference: Government website; www.singstat.gov.sg 142 · Asian Advertising - 2007

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The logo of the 24th Asian Advertising Congress.

The 24th Asian Advertising Congress November 20 –23, 2005 Singapore



(From left to right) Mr. Lim Chin Beng, Chairman of AdAsia 05, Dr. Lee Boon Yang, Minister of Information. Communications and the Arts and Mr. Yong Poh Shin, Chairman of AFAA at the opening ceremony.



Some of the VIP guests who attended the official opening session.

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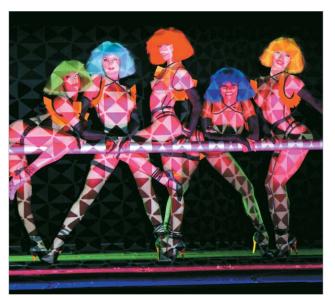
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Mr.Tham Khai Meng of O & M moderated by Ms. Mishal Husain of the BBC.



AdAsia 05 attracted more than 60 exhibitors at Suntec Hall 4.



The world-famous Crazy Horse Paris show made its debut at SPH Night.



Korean musician performing at Jeju Night to promote the next AdAsia in 2007.



Dentsu hosted the farewell party at Sentosa Silosa Beach - Mr. Tateo Mataki, President and Ceo of Dentsu Inc. is on the extreme right.

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Some of the Committee Members with the Secretariat staff feeling relieved and relaxed at the last official function.



The grand finale of fireworks brought AdAsia 05 Congress to a memorable close.

CONGRESS PROGRAMME

Suntec Singapore, Level 2, Ballroom 1-3

20 NOVEMBER 2	005, SUNDAY	States and the second
1000 - 2100 hrs	Delegate Arrival and Registration	
1900 - 2200 hrs	ADASIA Welcome Gala Dinner - MediaCorp Night	Sponsored by MediaCorp

	PROGRAMME / TOPIC	SPEAKER
0730 - 0900 hrs	Delegate Registration	
0900 - 0915 hrs	Official Opening Ceremony (Performance)	
0915 - 0920 hrs	Welcome Address by Chairman, ADASIA 05 Organising Committee	LIM CHIN BENG
0920 - 0925 hrs	Welcome Address by Chairman, Asian Federation Advertising Associations	YONG POH SHIN
0925 - 0940 hrs	Opening Speech, Minister for Information, Communications and The Arts	Guest-of-Honour: MINISTER LEE BOON YANG
0940 - 1015 hrs	MORNING TEA BREAK	
1015 - 1115 hrs	Global Vision Asian Action: Marketing Lessons from the World to Asia	HERMAWAN KARTAJAYA President of World Marketing Association
1115 - 1215 hrs	Media Trends	MICHAEL LEE Chairman and World President of IAA
1215 - 1330 hrs	LUNCHEON & NETWORKING SESSION	
1330 - 1430 hrs	Creativity: Global and Asian Perspective	NEIL FRENCH Worldwide Creative Director, WPP THAM KHAI MENG Co-Chairman, Ogilvy & Mather Asia Pacifi BOB SCARPELLI* Worldwide Chief Creative Officer, DDE
1430 - 1530 hrs	Legal Issues Surrounding Global Advertising	DOUGLAS WOOD* Chairman & Founder of GALA
1530 - 1600 hrs	AFTERNOON TEA BREAK	
1600 - 1700 hrs	ADIDAS' Experience in Asia	CHRISTOPHE BEZU* Head of Adidas' Region Asia/Pacific
1830 - 2130 hrs	ADASIA Opening Dinner - SPH Night	Sponsored by Singapore Press Holding

	PROGRAMME / TOPIC	SPEAKER
0900 - 1000 hrs	Channel News Asia Experience: Establishing a Pan-Asian Network	SHAUN SEOW Deputy Group CEO, MediaCorp Pte Ltd
1000 - 1100 hrs	Learning from Agency Best Practices	HIROSHI TANAKA Executive Manager, R & D Division, Hakuhodo Inc.
1100 - 1130 hrs	MORNING TEA BREAK	
1130 - 1230 hrs	The Battle of the Low Cost Carriers: Can Marketing Make the Difference?	TONY FERNANDES Group CEO, Air Asia
1230 - 1400 hrs	LUNCHEON & NETWORKING SESSION	
1400 - 1500 hrs	Asian Banks for Asian: Can they compete with global banks in Asia?	SPEAKER (to be confirmed)
1500 - 1530 hrs	ADASIA 09 Host Country Bidding	
1530 - 1600 hrs	AFTERNOON TEA BREAK	
1600 - 1700 hrs	Newspapers and the Impact of the Internet	LESLIE FONG* Executive Vice President, Marketing Division, Singapore Press Holdings
1830 - 2130 hr	ADASIA KFAA Korean Night	Sponsored by Korean Federation of Advertising Associations (KFAA)

* subject to confirmation

Moderator: Mr. Melvin Yong (CNA)

	PROGRAMME / TOPIC	SPEAKER
0900 - 1000 hrs	Exporting Multimedia	SEONG SOO (SUNNY) HWANG Vice President & Head of Worldwide Sport Marketing & Communications, Samsung Electronics Co., Ltd
1000 - 1100 hrs	Asian Talent on the World Stage	SPEAKER* (to be confirmed)
1100 - 1130 hrs	MORNING TEA BREAK	
1130 - 1230 hrs	Branding for the World	SPEAKER* (to be confirmed)
1230 - 1430 hrs	LUNCHEON & NETWORKING SESSION	
1430 - 1530 hrs	Preaching and Practicing Branding	NORIYUKI SHUTTO Executive Advisor, Dentsu Asia
1530 - 1600 hrs	AFTERNOON TEA BREAK	
1600 - 1700 hrs	Information Technology: The Secret Weapon	YANG YUANQING* Chief Executive Officer, Lenovo
1830 - 2130 hrs	ADASIA Farewell Party - Dentsu Night	Sponsored by Dentsu

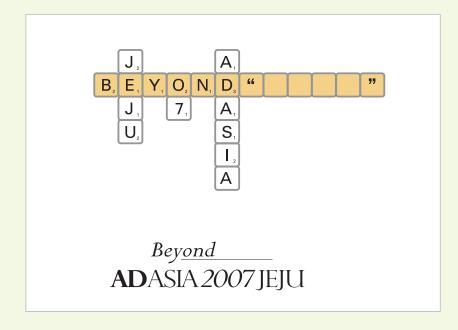
AdAsia 2007 Jeju

25th Congress

Slogan: "Beyond (something, anything, everything)" Date: Oct. 21 –24, 2007

Venue: Jeju, Korea

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The main theme of AdAsia 2007 Jeju is "Beyond AdAsia 2007 Jeju", In the logo, the theme is incorporated into the game of Scrabble.

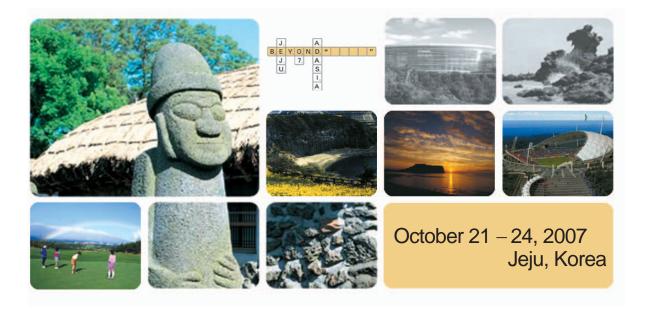
By leaving out an empty space after "Beyond" we can fill in whatever that is appropriate and as an empty space, it makes you feel that something needs to go beyond.

The 25th Asian Advertising Congress October 21 - 24, 2007

International Convention Center, Jeju

- Under the auspices of afaa
- Supported by
 KFAA, Ministry of Culture and Tourism, KOBACO, Jeju Special Self-Governing Province, Korea Tourism Organization

Sponsored by
 Dentsu, Korean Broadcasters Association, Hakuhodo, Cheil Communication,
 ON MEDIA, JoongAng Daily, Chosun Ilbo, DongA Ilbo



Program Overview

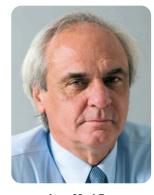
Oct. 21(Sun)	Oct. 22(Mon)		Oct. 23(Tue)		Oct. 24 (Wed)	
	Beyond Advertising		Beyond Convention		Beyond Asia	
	09:00 - 10:00	Opening Ceremony	09:00 - 10:00	Keynete Speech	09:00 - 10:00	Keynete Speech
	10:00 - 10:50	Keynete Speech	10:00 - 10:50	Cenference 1	10:00 - 10:50	Cenference 1
	10:50 - 11:00	Coffee Break	10:50 - 11:10	Coffee Break	10:50 - 11:10	Coffee Break
Delegates	11:00 - 11:45	Cenference 1	11:10 - 12:00	Cenference 2	11:10 - 12:00	Cenference 2
Arrival	11:45 - 12:30	Cenference 2	12:00 - 12:20	AdFest	12:00 - 12:30	
	12:30 - 14:00	Lunch	12:20 - 14:00	Lunch	12:30 - 14:00	Lunch
Registration	14:00 - 14:45	F●rum			14:00 - 14:45	Ferum
	14:45 - 15:30	Marketing/Creative/Media		Exhibition	14:45 - 15:30	BTL/S&C/Business
	15:30 - 15:45	Coffee Break	14:00 - 17:30	Tour	15:30 - 15:45	Coffee Break
	15:45 - 16:30	F●rum		Golf Tournament	15:45 - 16:30	F●rum
	16:30 - 17:15	Marketing/Creative/Media			16:30 - 17:15	
	17:15 - 17:30	Q&A			17:15 - 17:30	BTL/S&C/Business/Q&A
* Welc●me	18:30 -	*Opening Gala Dinner	18:30 -	*AdAsia 2009	18:30 -	* Forowall Porty
Party	10.00 =	* Opening Gala Diffile	10.50	Lahere Night	10.30 -	*Farewell Party

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Keynote Speakers



Bob Isherwood Worldwide Creative Director, Saatchi & Saatchi



Jean Mari Dru CEO, TBWA Worldwide



O Young Lee Advisor, JoongAng Ilbo

Ted Chung

President and CEO, Hyundai Card Co., Ltd

Jong-Hoon Seok CEO and Director,

Daum Communications Corp.

Conference Speakers



Michelle Kristula-Green President, Leo Burnett Asia Pacific



Young Se Kim Founder & CEO, INNODESIGN Inc.

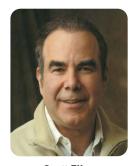


Alan Rutherford CEO, Digitas Global

· Marketing Forum 🖙



Michael Conrad President, Berlin School of Creative Leadership



Scott Elias Founder, CEO & Chief Catalyst, nantan



Hiroshi Tanaka General Manager, R&D Division, Hakuhodo Inc.



Eric Teng





· Creative Forum

Francois Chilot President, Les Producers and President, CFP-E (European Association of Commercial Flim Producers)

Jimmy Lam



Joe McDonagh Worldwide Creative Director, Cheil Worldwide



Thirasak **Tanapatanakul** Executive Creative Director, Creative Juice/G1



Prasoon Joshi McCann Ericson, India



CEO, Executive Chairman,



Fernando Mariano President, Multimedia Inc.



Kotaro Sugiyama Senior Executive Officer, Dentsu

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Ahmad Izham Omar CEO, 8TV(another TV station under MPB's stable) & Head of Radio Networks, MPB



Pradeep Guha



James Woo Kim CEO, Yahoo's Korea Region



Shahar Noor





Sam Balsara

Director, Madison Communications Pvt Ltd

Colin Tweedy Chief Executive, Art & Business



Douglas J Wood Chairman, Global Ad Laywer Alliance(GALA)



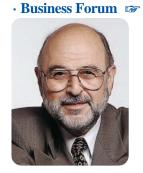
Yoly V. Ong Chairman, Campaigns & Grey



Lewis Blackwell Senior Vice President, Group Creative Director, Getty Images



Goutam Rakshit Former Chairman, AFAA



Joe Cappo Adjunct Professor, College of Communication, DePaul Univ.



Martin Roll Founder and CEO, VentureRepublic



Nina Eigerman President, Aquent Consulting



Stefano Lai Vice President, Communication and External Relations, Benetton Group



Raymond So President, IAA World VP and Taipei Chapter

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AdAsia 2007 Jeju



AdAsia 2007 host country biding at AdAsia 2003 Jaipur.



AdAsia 2007 host country bidding at AdAsia 2003 Jaipur.



Jeju Night, November 22, 2007. AdAsia 2005 Singapore.



Jeju Night, November 22, 2007. AdAsia 2005 Singapore.

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Road show, March 9, 2007. Vietnam Marketing Conference 2007, Ho Chi Minh City, Vietnam.



Road show, March 9, 2007. Vietnam Marketing Conference 2007, Ho Chi Minh City, Vietnam.



Roadshow, March 12, 2007. Kuala Lumpur, Malaysia.



Road show, March 12, 2007. Kuala Lumpur, Malaysia.



Road show, March 14, 2007. AdFest, Pattaya, Thailand.



Road show, March 14, 2007. AdFest, Pattaya, Thailand.



Road show, April 17, 2007. Taipei 4A Liberty Creative Award Ceremony, Taipei, Taiwan.



Road show, August 1, 2007. Media Review - 2007, Bombay, India.

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Organized by AdAsia 2007 Jeju Organizing Committee



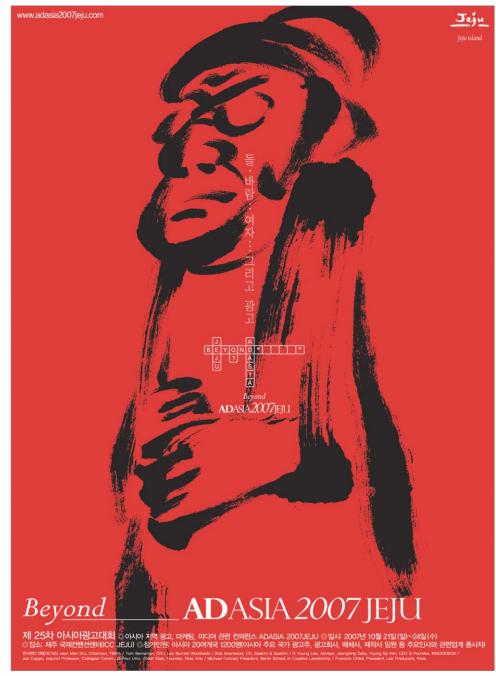
S. kyu Hong *Chairman*



Duke-hyun CHI Secretary General

Chairman	S. kyu Hong	Chairman, Phoenix Communications Inc.	
Secretary General	Duke-hyun CHI	President, PDS Media Inc.	

	Chairman	Vice Chairman	Executive Secretary
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Committee	President, PDS Media Inc.	Vice President, JWT	Executive Director Korea Business
			Council for the arts
Program Committee	Chul Joong KANG	Jong Ripp KIM	Kwang Woo KEUM
	President, TBWA KOREA	Executive Vice President, LG Ad. Inc	Director, TBWA KOREA
Registration	Sun Jong JUNG	Douglas KIM	
Committee	Executive Director	Senior Managing Director	
	CHEIL Communications	Phoenix Communications Ins	
Financial Committee	Ji II HONG	Young YK YOU	
	Executive Marketing Director, KOBACO	Team Leader, SK Telecom	
Marketing	Hae Sun LEE	Jong Sun PARK	Jae Young HEO
& PR Committee	Executive Vice President/CMO,	CEO,	Manager,
	Amore Pacific Corporation	Bridge Communications	Amore Pacific Corporation
Sponsor	Noh Chang KEE	In Doek HWANG	Byung Ki SOHN
Committee	Senior Managing Director	Managing Director Administrator	Executive Director
	JoongAng Ilbo	KBS	JoongAng Ilbo
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Banquet Committee	CEO,	Vice President	Direcotor
	DaeHong Communications	CHEIL Communicatios	DaeHong Communications
Hospitality	Ae Ran MOON	Sang Soo CHONG	
Committee	Advisor, Welcomm	Managing Director, Ogilvy & Mother Korea	
"Transportation,	Young Hey LEE	Sang Gon KO	Jong Ki LEE
Accommodation	CEO-Publisher, Design House	Section Chief, KESCO	Executive Diretor, Design House
& Tourism Committee"			
Exhibition	Young Sub KO	Kwang Ju IM	Jong Oh KIM
Committee	President, ORICOM	CEO, SASCOMM	Director, ORICOM
Publication &	Sang Pil HAN	Eun Kyong HAN	Chan Soon SHOI
Academic Committee	Professor, Hanyang University	Professor, Sungkyunkwan Umiversity	Manager, Yuhan-Kimberly
Audio/Visual	In Kyn LIM	Byung Goo YOON	Bong Chan CHO
Committee	Director, Gwang Go Bang	President, Wide East	Diretor, Gwang Go Bang



AdAsia 2007 Jeju Poster

C H A P T E R

Asian Federation of Advertising Associations (AFAA)

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CHAPTER 2

Asian Federation of Advertising Associations (AFAA)

1) Background

In July 1978, representatives of advertising associations of ten Asian countries in an unanimous decision agreed to set up the Asian Federation of Advertising Associations. This came about as a result of the labors of a working committee which was formed at the 10th Asian Advertising Congress held in Sydney in 1976.

A feasibility study has established that:

Advertising and communications practioners in Asia had indicated their support for an organization that could promote, protect and develop advertising within the context of conditions and varying cultures prevailing in their regions; and the organization shall function, not for the purpose of governing associations in the various countries that shall constitute the Federation, but for the purpose of planning, coordinating and implementing programs to elevate the standards and viability of advertising in the Asian region.

Mr. Antonio de Joya, Chairman of the Organizing Committee summed up the philosophy as "An Asian Federation must, by its very nature, be a sevus populi, a servant of the advertising practioners in Asia, a planner/doer/coordi-

nator of the tasks that must be done rather than as a would-be Asian overlord who might be tempted to infringe upon the prerogatives of individual trade associations or federations in our respective countries."

Signatories in the joint statement in 1978 represented advertising associations from Australia, Hong Kong, Israel, Indonesia, Korea, Malaysia, Pakistan, the Philippines and Singapore.

In retrospect, the idea for an Asian Advertising Association was born in 1958 when the first Asian Advertising Conference was held in Tokyo. According to records on proceedings of the first conference, we find a paragraph referring to such an organization.

Then Mr. Jaini, India, moved that a committee be organized for future Asian Advertising Conference and to establish an Asian Advertising Associations. The motion was carried that each country would select one committee member with the exception of Japan (five committee members) on this Organizing Committee for an Asian Advertising Associations.

As it turned out, however, it took 20 years for

the idea to be materialized.

2) Membership

Membership of the Federation is open to:

- Regular members who shall be representatives of the advertising organizations in a specified area
- · Associate members who are organizations /associations/trade bodies related to the field of advertising
- Corporate members who shall be companies and corporate bodies who believe in the goals and

ideals of the Federation

· Individual members - all individuals who are not eligible under any of the above categories, but who believe in the goals and ideals of the Federation

The constitution of AFAA defines 'Asian' as including areas in the following regions-Oceania, Australiasia, Southeast Asia, Southwest Asia and the Asia Pacific.

The current members of the Federation are:

Members	Membership Status
Accredited Advertising Agencies Association, Sri Lanka	Regular Member
Advertising Agencies Association of Bangladesh	Regular Member
Advertising Agencies Association of Nepal	Regular Member
Advertising Board of the Philippines	Regular Member
Advertising Council of India	Regular Member
Indonesian Association of Advertising Agencies	Regular Member
International Advertising Association, UAE Chapter	Regular Member
Japan Advertising Federation	Regular Member
Korea Federation of Advertising Associations	Regular Member
Malaysian Advertisers Association	Regular Member
Mongolian Advertising Association	Regular Member
Pakistan Advertising Association	Regular Member
Singapore Advertisers Association	Regular Member
Taipei Associations of Advertising Agencies	Regular Member
The Advertising Association of Thailand	Regular Member
The Association of Accredited Advertising Agents of Hong Kong	Regular Member
Adcomm Lte, Bangladesh	Individual Member
Vietnam Marcom Co. Ltd	Individual Member

Members	Membership Status		
Asia Pacific Communication Associates Nepal Pvt Ltd	Corporate Member		
Dentsu Inc	Corporate Member		
Mass Media Publicitas Pty Ltd, Australia	Corporate Member		

3) Objectives

AFAA is formed to:

- Unify all Asian associations involved in the various aspects of advertising
- · Upgrade standards, ethics and practices of advertising and to bring a more meaningful contribution from advertising activities to both regional and national socio-economic development
- Setting up the necessary mechanism for Asian Advertising Congresses
- · Foster self-regulation
- · Devise and implement educational programs

4) How AFAA Works

AFAA is governed by a General Body who is supreme to all matters relating to the Federation. In between the meetings of the General Body, the International Council implements the decisions of the General Body. The International Council is composed of a Chairperson, two Vice-Chairpersons and six or more Council members. The Council has set up committees to deal with specific tasks. These committees work on topics such as:

- · Human Resources Development
- Memberships

- Grants and Programs
- Asian Advertising Congress
- International Advertising Association
- · Public Service Advertising

The Federation is affiliated to the International Advertising Association.

5) Organizational Structure

The AFAA is headed by the General Body that is supreme in all matters. Its policies and decisions are implemented by the International Council that consists of a Chairperson, two Vice Chairpersons and six or more Council Members. The Council has several committees formed to address specific issues. They are: Human Resources Development, Memberships Grants and Programs, Asian Advertising Congress, International Advertising Association, Public Service Advertising.

6) AFAA Chairpersons, 1978-2007

· 1978 to 1986:

Antonio de Joya (Philippines)

· 1986 to 1989:

Wajid Mirza (Pakistan)

· 1989 to 1990:

Jaffar Bin Mohammed Ali (Malaysia)

· 1990 to 1993:

Saburosuke Suzuki (Japan)

· 1993 to 1995:

Yusca Ismail (Indonesia)

· 1995 to 1997:

Divino M. Villanueva, Jr (Philippines)

· 1997 to 1999:

Vinit Suraphongchai (Thailand)

· 1999 to 2001:

Longmen Hu (Taiwan)

· 2001 to 2003:

Goutam Rakshit (India)

· 2003 to 2005:

Yong Poh Shin (Singapore)

· 2005 to 2007:

Sang Jo Nahm (Korea)

7) Past Asian Advertising Congresses (AdAsia)

No.	Dates	Venue	Logo	Theme
1	Apr. 22 – 24, 1958	Tokyo, Japan	The fact 1956 Days, Joseph	To determine and discuss common problems and to pave the way to mutual development
2	Oct. 24 – 29, 1960	Tokyo, Japan	2 nd The 2nd, 1960 Tayo, Japan	More Advertising, More Trade, More Prosperity
3	Oct. 15 – 19, 1962	Manila, Philippines	The 3rd, 1962 Marcia, Philippine	
4	Nov. 2 – 6, 1964	Hong Kong	The dis. 1964 Hong Kong	Be4 you 4get
5	Nov. 4 – 9, 1966	Taiwan	The Stit. 1986 Nation Republic or China	Advertising and Asian Economic Growth
6	Jun, 26 – 29, 1968	Kuala Lumpur, Malaysia	The film, 1968 Malas Lumpur, Mulayesis	Towards More Effective Communication in Asia
7	Nov. 18 – 20, 1970	New Delhi, India	The 7th, 1920 New Cotts, India	Advertising and the Emerging Market of Asia
8	Nov. 6 – 9, 1972	Bangkok, Thailand	The Bin., 1972 Bagins, Thallard	The Constructive Role of Advertising in Asia
9	Nov. 3 – 8, 1974	Jakarta, Indonesia	To an an opt a default of the control of the contro	Modern Advertising and Its Social Responsibilities of Change in Asia
10	Nov. 1 – 5, 1976	Sydney, Australia	The 10th, 1976 Sydney, Australia	

No.	Dates	Venue	Logo	Theme
11	Nov. 15 – 18, 1978	Manila, Philippines	The 11th 1978 Mania, Principrie	Responding to the Imperatives on Change in Asia
12	Sep. 15 – 19, 1980	Singapore	The CRISTON	Communications towards Asia's 21st Century
13	Sep. 27 – Oct. 1, 1982	New Delhi, India	ADCROTES The Unit Wild New York Total	Advertising - An Essential Input for Economic Growth
14	Jun, 18 –21, 1984	Seoul, Korea	ADASIA 84 SEOUL	Advertising - Helping Asia Grow
15	Jul. 7 –11, 1986	Bangkok, Thailand	7-11 July, 1886. Bangkok Ad-Venturar in the Asian Economy.	Ad-Venture in the Asian Economy
16	Feb. 18 —22, 1989	Pakistan	February 19-22. 1989 Adasia 89 Pakistan	Together Towards Tomorrow
17	Nov. 5 – 8, 1990	Kuala Lumpur, Malaysia		ADVERTISING, to Power Tomorrow's Powerhouse : Asia
18	Nov. 7 – 10, 1993	Tokyo, Japan	AGASSA 93 TOMO	The Winds of Change from Asia
19	Nov. 6 – 9, 1995	Bali, Indonesia	Addstar95	Uptrend in Asia
20	Nov. 12 – 15, 1997	Manila Philippines	ADÂSIA 97	IMGINASIA
21	Nov. 17 – 20, 1999	Pattaya, Thailand	Ad A 31A 99	INNOVASIA
22	Nov. 19 – 21, 2001	Taiwan	AdASIA 2001 TAIPEI	From Evolution to Revolution
23	Nov. 11 – 14, 2003	Jaipur, India		Break the Rules
24	Nov. 20 – 23, 2005	Singapore	ADASIA 05 wring ti scio	Winning in Asia
25	Oct. 21 – 24, 2007	Jeju Island, Korea		Beyond "" AdAsia 2007 Jeju

8) Other AFAA Activities

1 Asia-Pacific Advertising Festival (AP AdFest)



AdFest has been around since 1998. It's become like Asia's Cannes where agency meetings are planned around the festival.

AdFest was created as a celebration of creativity for creative people in Asia of all levels. But the event has much to offer to an even wider audience. It's really for anyone who needs to be aware of the latest trends and news from within the advertising and creativity communities in Asia. This includes agency account management, strategic planners, marketing personnel, and those in the production field.

It is an annual event held at Pattaya, Thailand, for three days during March with three major components.

- · A regional competition
- $\boldsymbol{\cdot}$ Forum of learning and exposure (Young and mid level)
- · Recharge your creative juices

Although the awards competition is an integral part of the attraction of AP AdFest, the overall focus covers a much broader perspective:

- To organize an annual screening and judging of creative work produced in Asia Pacific, thereby raising the awareness and standard of the work.
- To act as a forum for creative, production and marketing people in the region to meet, learn and exchange views and ideas.
- To raise the awareness of the profusion of cultural heritages and values in the region, thereby encouraging a greater rediscovery and use of these within each country.
- To undertake, when possible, creative and production seminars or discussions during the event.
- To keep all expenses and costs low in order to encourage wide participation, in particular the middle to upper middle level of creative personnel who will realize the maximum benefits from such exposure.
- To encourage exhibitions by related industries, e.g. production houses, computer and computer related industries, photographic/lighting companies as well as publication houses and other information/communication industries.

Any profit made is ploughed back into new projects for the benefit of the industry. The Young Creative Workshop, for example, was initiated by AdFest and has proven to be very popular and successful. It is a three-party cooperation with local advertising associations and a major international agency network while AdFest finances the bulk of the project.

Unlike many events of similar nature in the world or in the region, AdFest is not a private

entity owned by some commercial enterprise. It is truly a nonprofit organization jointly governed by the Founding Adverting Associations in the region called the Steering Committee (Board of Directors in our language) i.e.

The Advertising Association of Thailand, (AAT), Bangkok

China Advertising Association, (CAA), Beijing Japan Advertising Federation (JAF), Tokyo

Korea Federation of Advertising Associations (KFAA), Seoul

Persatuan Perusahaan Periklanan Indonesia, (PPPI), Jakarta

Standing Committee on Advertising (STACA), Mumbai

These are joined by other member associations in the region.

As the initiator of the project Mr. Vinit Suraphonchai was appointed permanent Chairman of the Working Committee reporting to the Steering Committee, with Pattaya as the permanent venue. The Working Committee has a number of officers as well as a convention organizer called Plannova.

2 Asia Pacific Media Forum (APMF)

The Asia Pacific Media Forum (APMF) is an event supported by AFAA (Asian Federation of Advertising Associations) and IAA (International Advertising Association). The conference will address issues like: trends in advertising media, development of new technologies and it's impact upon advertisers, creative agencies, new business models, media measurements, consumer speed of adoption, etc. Whilst there are many forums discussing creativity, there are still very few forums



that bring forward the issue of media in the context of advertising. And as all we know today in the marketing communication world, media management plays as big a role as creative does, if not bigger.

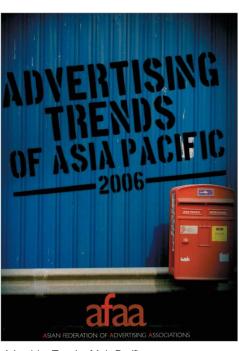
The first Asia Pacific Media Forum was launched successfully in Bali in March 2005 with around 300 participants and speakers from the Asia Pacific Region, the US, UK and Europe.

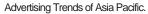
Like the previous APMF, participants will consist of top executives and managers from the agencies, media, advertisers, media specialists, research companies, academicians, etc. They are coming from the Asia Pacific region and other parts of the world.

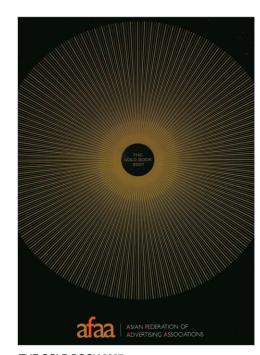
Asia Pacific Media Forum is organized by Association of Asia Pacific Advertising Media (AAPAM), a not-for-profit organization for practitioners in the field of advertising media.

3 Training and Professional Development

Together with the International Advertising Association of Asia Pacific, a program International Certificate in Professional "Brand







THE GOLD BOOK 2007.

Communications," is being test marketed in Indonesia and Malaysia.

4 Publications

Advertising Trends of Asia Pacific, a information sharing platform for members on economic and advertising trends is published annually. Another publication, The Gold Book contains gold award-winning advertisements from respective AFAA members' industry shows.

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Movers and Shakers in the Development of Asian Advertising

Founding Chairman of AFAA - Antonio R. de Joya / Philippines

AFAA in Brief - Indra Abidin / Indonesia

Message from Gohei Kogure - Gohei Kogure / Japan

Dawn of the Modern Asian Advertising World - Shuzo Ishikawa / Japan

AFAA - A Driving Force in the Asian Advertising Industry - Kazuo Miyakawa / Japan

With Fellow Asian Advertising Practitioners, Celebrating 30 Years of AFAA

and 50 Years of AdAsia - Senyon Kim / Korea

An Aged Photo - Longmen Hu / Taiwan

The AdAsia Connection - Raymond So / Taiwan

AFAA Article - Vinit Suraphongchai / Thailand

Recalling 30 years of AFAA and 50 years of AdAsia - Bruce Cormack / Australia

AFAA and AdAsia - a must place to joint - Tran Hoang / Vietnam

Appendix

Movers and Shakers in the Development of Asian Advertising



Antonio R. de Joya
Philippines

Founding Chairman of AFAA

"The winds of change are sweeping across he face of Asia. A new entrepreneurial thrust from a new breed of Asian Businessmen is rapidly transforming Asia into the place where the actions is." Antonio R. de Joya in his keynote address at the opening of the Manila-hosted 11th Asian Advertising Congress in 1978, birthplace of the Asian Federation of Advertising Associations (AFAA)

Now in its 30th year, the AFAA has outlived its founding chairman Antonio R. de Joya of the Philippines, and this was exactly what he wanted-that it "will continue to exist and do all it can to help provide for a better and brighter future for advertising as a profession in Asia."

His prophecy on Asia becoming the next growth area for economic miracles is being fulfilled in was he never even imagined. Within the Asian advertising community, the AFAA has prospered and indeed taken a nuclear and unifying role among its members- despite varying beliefs, cultures and levels of economic prosperity- just as De Joya had envisioned it.

The idea of an AFAA took shape as early as the 1st Asian Advertising Congress (AdAsia) in Tokyo in 1958. But it was at the Sydney-hosted 10th AdAsian in 1976 that delegated decided the time was right to pursue in earnest this dream of a having such an Asian federation

The mandate to make this organization a reality, by beginning the necessary conceptual and organizational work, fell on De Joya. During the AdAsia in Sydney, the Philippine delegation had won the bid to host the 11th Asian Advertising Congress in Manila. This meant that De Joya with the Philippine Board of Advertising (PBA) had the dual tasks of preparing for the Congress and of making sure there would be enough member-countries to from an AFAA and inaugurate it in time for the Manila-hosted Congress in November 1978.

Thus mandated, from April to June 1978, De Joya went at his expense on a 44-day one-man road show that took him to 13 countries in Asia, the Middle East and Europe.

This was before the era of PowerPoint and flash drives and so the 52-year-old De Joya lugged along from airport to airport 33 kilos of photo and slide projector equipment with almost 600 color slides on carousel trays. He later recounted how he had more than 200 meetings with leading advertising association in the countries he visited, making over 50 presentations to promote attendance in the forthcoming 11th AAC, and enlisting them to membership in the nascent AFAA.

Long before the AFAA was founded, De Joya had made it personal mission to make advertising practitioners more aware that in Asia, they cannot just be talking about lifestyles when survival issues face half of the population day-to-day. Along with this, he urged governments to use communications and advertising as tools for promoting development at the grassroots level, a practice now known as development communications and development advertising. This was why one of the earliest projects of the AFAA was the publication of three books: Development Communication and the Asian Imperatives, and the 1980 and 1982 editions of Asian Advertising, all co-published by the De Joya Management and Development Corporation in cooperation with the PBA.

At the time when the AFAA was being organized, there was a swelling sentiment that Western-style advertising cannot just be imposed on the harsher realities in Asia. De Joya had always espoused that while Asians can learn from the sophisticated style, direction and creative techniques of the West, we need to sift through and adapt these to national goals.

De Joya carried his vision to the various pre-AFAA AdAsia congresses he attended, from the 5th AdAsia in Taipei in 1966, the 7th AdAsia in Bombay in 1970, to the 10th AdAsia in Sydney in 1978 where he was given the mandate to organize the federation.

Occasional opposing views and passionate discussions among the organizing countries marked the AFAA'S founding period. However, De Joya managed to achieve a consensus and set the following directions that the proposed federation should take: that the AFAA will play a vital role in furthering the development of advertising in Asia; that the AFAA pledges itself to unifying all advertising associations in Asia; and, that the AFAA would upgrade advertising practice, standards and ethics through programs in education manpower development creativity and production information exchange, research and documentation, government relations, public relations, and promoting the use of development advertising and devcom in export marketing and export promotion (as a way to help achieve economic growth).

Another important role that De Joya defined was for the AFAA to serve as a continuing support mechanism for Asian advertising congresses. It had been noted that country hosts virtually had to start from scratch with every congress. The AFAA would fill in this lack by assisting future congress hosts in all phases of organization, serve as repository for all congress documents, and carry out decisions, plans and resolutions carried out in the various AdAsia.

It was a historic moment when the AFAA was officially inaugurated on November 15, 1978 at the 11th Asian Advertising Congress. Singing up as charter members were Indonesia, Israel, Malaysia, Pakistan, the Philippines, and Singapore, while Australia, Hong Kong, India, Japan, Republic of Korea, New Zealand, Papua

New Philippine president Ferdinand Marcos administered the Declaration of Membership in the presence of over 1,100 delegates from 21 countries.

Due credit must be given to the support and cooperation of the PBA and the many advertising associations and individuals that De Joya consulted with all over Asia.

At the same time, it has been widely acknowledged that De Joya played a key role in finally bring the AFAA to fruition, after pouring in considerable study, work and travel abroad to weave the workings of the federation.

De Joya served as chairman for four terms from 1978 to 1986. He was re-elected at the 1980 12th AdAsia in Singapore, the 1982 13th AdAsia in New Delhi, and the 1984 14th AdAsia in Seoul. By the time he ended his fourth term in 1986, the AFAA had 18 members, and had received various study and awards grants that were funneled to deserving practitioners.

Acknowledged as the Father of AFAA and a pillar of Philippine advertising, this Filipino advertising maverick was a futurist who scanned the Asian business environment with amazing perception and sensitivity. With his company, Advertising and Marketing Associates, then the largest Filipino-owned advertising agency, he scanned Philippine and Asian economics and political environment, spotting areas and opportunities for growth beyond selling toothpaste, detergents and soft drinks brands brands. He kept track of ad industry growth and spending, publishing the survey results in Philippine media, and this information became the ad business's guideposts

for many of their strategic directions.

De Joya would have been amused that his name would someday be spoken in the same breath as that of a Filipino world boxing champion:

In her keynote address during the 18th Philippine Advertising Congress in 2003, Philippine president Gloria Macapagal-Arroyo paid an unsolicited tribute to De Joya when she said, "it is not strange to us that the Founding Chairman of the AFAA was Antonio de Joya, a Filipino... (for) in all fields, intellectual and physical, from Antonio de Joya to Manny Pacquiao, we are world class."

He many have often marched to a different drumbeat, but always struck chords that were true. But here now lies De Joya's claim to immortality: that the AFAA, whose organization he had pursued with such passion and determination, now thrives and continues to grow in the service of the business he served and loved so well.

AFAA in Brief

Reacquainting with the rise of AFAA for me means going back 33 years. A journey which gives me pride to take part of what I call the institution and character building of Asian advertising that we are today.

As I write this, in front of my eyes and my memories, pass the proud faces of our beloved friends including The late Antonio De Joya, The late Dato Jaffar Mohammed Ali, Javed Jabbar, and Senyon Kim. They are what I call the Asian Advertising warriors.

It is they and many others, who have made us, stand where we are today. For them I give them the highest appreciation and respect.

This writing is based on my observations and perceptions of happenings and environmental spheres, dividing the past 33 years of Asian advertising in 3 phases. The first phase: Imperatives of Change 1976-1986, The second phase: Winds of Change 1987-1997, and The third phase: Be there or be behind 1998-2007

1) 1976-1986 Imperatives of Change

a. 1974 Jakarta "Modern advertising and the social responsibilities change in Asia"

Representing Fortune, as one of the Indonesian delegates, and participated in the AdAsia Advertising Congress 1974 in Jakarta. This was the first international event. I mingled; I met and exchanged views with many practitioners from Asia. 1974 was my first year working in advertis-

ing since graduating from my Graphic Design School Bandung Institute of Technology. I was very impressed to listen to all these prominent speakers from all over Asia.

AdAsia 1974 land marked the first time ever Asian advertising congresses to be opened by a country's leader; President Soeharto.

Since then, almost all AdAsia Congresses were opened by the host countries' national leaders.

As many Asian countries opened their doors to economic development, foreign investments, and began to experience growth and categorized as the new developing countries of Asia.

Besides the commercial functions, President Soeharto called upon the Asian advertising industries to actively participate in their social functions in the development of their individual countries.

During these days, the transnational marketing against locals was of disharmony. Sentiments and emotions were built on the interactions of Multi National Marketing Companies bringing their international advertising agencies; operating insensitively to the local values.

Perceived as arrogant, dictating their commercial goals benefiting only to themselves, entering Asia only to make huge profits and have no sense of social responsibilities towards the young Asian industries.

During that period, majority Asian practitioners lacked education and trainings, created imbalance, frictions, and distrust towards the multi-nationals.



Indra Abidin
▶Indonesia

Some countries applied laws that all advertising materials must be developed by local professionals and produced in their own countries.

There was a need for strong Asian advertising industries operated by Asians utilizing cultural sensitive disciplines, and skills.

It was this congress that attracted me to participate in the Indonesian Advertising Agencies Association/ Persatuan Perusahaan Periklanan Indonesia – PPPI. Since then I have taken an active role in the development of the industry through the PPPI.

b. 1976 AdAsia Sydney - "I did it my way"

As Secretary General of PPPI, I felt the heat between Asian and western values warming during the AdAsia Congress in Sydney.

The Congress was felt as very insensitive towards Asian cultures.

Amongst many, there was a pressing need to speed up the process of a body acting as a custodian, guiding and managing the AdAsia Congresses to meet the rising expectations of Asian Advertising strengthening the position of Asian advertising industries, and ensuring quality congresses, consistency and continuity.

c. 1978 Asian Federation of Advertising Associations, AdAsia - Manila

Spearheaded by Antonio De Joya, the making of AFAA was prepared. Under his leadership, the Organizing Committee and his Think Tank worked hard for the next two years, preparing the ground works for the future Asian Advertising. The Antonio De Joya I knew, after meeting him

several times; as a strategist, a far sighted man, tough negotiator, and disciplined. As a veteran Army Colonel Antonio stuck to his guns when situations got tough.

A heavy smoker of the long slim cigarettes with a pipe.

Antonio firmly believed that advertising industries across Asia can only grow with the presence of strong professional organizations in each country working together towards a common goal.

"An Asia federation must, by its very nature, be a servus populi, a servant of advertising practitioners in Asia, a planner/doer/coordinator of the tasks that must be done rather than a would-be Asian overlord who might be tempted to infringe upon the prerogatives of individual trade associations or federations in our respective countries"

Quote of Antonio De Joya speech, Chairman Organizing Committee for the feasibility study that led to the formation of AFAA.

The establishment of AFAA in 1978, was attended by President F Marcos, and Mrs. Imelda Marcos. The president praised the founders in laying down the bricks of a better future for Asia through responsible advertising. He stated that developing advertising in Asia with 50 % of the world population, and rich resources; can generate Asia to be the global engine of growth turning the wheels of economies, improving the welfare and equal distribution of wealth of the Asian people.

AFAA was founded with the following aims and goals:

Unify all Asian associations involved in various aspects of advertising. Upgrade standards, ethics

and practices of advertising and to bring more meaningful contributions from advertising activities to both regional and national socio-economic development. Set up the necessary mechanism for Asian Advertising Congresses. Foster self-regulation. Devise and implement educational programs.

The ten founding members of the AFAA that pledged for the achievement of the aims and goals were: the advertising associations of Australia, Hong Kong, Israel, Indonesia, India, Korea, Malaysia, Pakistan, Singapore and the Philippines. Thus was the beginning of AFAA.

Since then, the growth and consolidation of Asian economies has seen the rule of AFAA being recognized by an increasing number of Asian countries. Today, the AFAA has members hailing from Bangladesh, India, Indonesia, Japan, Korea, Malaysia, Mongolia, Pakistan, Singapore, Taiwan,



Front row table from right to left: Steve Ellis-Hongkong Delegate Savrinus Suardi - Chairman Indonesian Advertising Agencies Association/PPPI AM Chandra - Immediate Past Chairman and Chairman Honorary Council PPPI Indra Abidin - Secretary General PPPI.

Opening Ceremony, listening to President Marcos speech.

Thailand, the Philippines, Sri Lanka, UAE, Vietnam and Nepal.

Membership Categories

There are four categories of membership: Regular member: Regular member represents the Tri - partite organization of each country consisting of The Advertisers Association. The



Front row table, from left to right Delegate from Singapore Indra Abidin - Secretary General Indonesian Advertising Agencies Association/PPPI AM Chandra - Immediate Past Chairman and Chairman Honorary Council PPPI Savrinus Suardi - Chairman Indonesian Advertising Agencies Associ-ation/PPPI Steve Ellis-Hongkong Delegate.

Advertising Agencies Association and the Media Associations.

Other AFAA members are Associate Member, Corporate Member and Individual Member.

"Beggar's Luncheon"

One of the memorable events during the 1978 AdAsia congress was with The First Lady Imelda Marcos. She hosted a lunch for the AFAA founders held in the premier venue: The Philippine International Convention Center served, in the Head of Nations' room, Invitees were served a fully served banquet with very expensive gold plated table set.

Manila 1978 Indra Abidin, left, receiving certificate from AdAsia 1978 Organizing Committee.



The menu served was one salted fish, and plain water in a fine crystal glass!!

With this symbolic luncheon, Mrs. Imelda Marcos, called upon AFAA founders to embark on developmental advertising helping the rural populations in many parts, where many Asians were still uneducated, and poor.

She reminded that whilst advertising has successfully proven itself capable of increasing the wheels of economies in the increasing metroploitan cities of Asia, advertising should also be capable of improving the qualities of life amongst the rural areas and villages of Asia.

AFAA Programs

Developmental Advertising

Responding to the calls of the heads of Asian nations in previous AdAsia Congresses, AFAA embarked on developmental advertising programs. Pilot project - test markets spearheaded by Javed Jabbar and Antonio De Joya. Advertising as a tool empowering rural populations.

The projects continued, and expanded for many years in other Asian rural areas passing through AdAsia Congresses in Singapore 1980, 1982 India, 1984 Korea.

Self Regulation - Indonesia

Between 1978 -1982, Indonesia was assisted by AFAA to build a self regulating industry. An industry that sets down its own rules as responsible components of the national development.

Immediately after the establishment of AFAA in 1978 Manila; a body called The Advertising Council/Dewan Periklanan Indonesia was established.

The Advertising Council consisting of associa-

tions of all the advertising components including the Advertisers/Marketers Association/Asosiasi Penyantun Iklan Indonesia/ASPINDO, Advertising Agencies Association/Persatuan Perusahaan Periklanan Indonesia/PPPI, Publishers Association/Serikat Penerbit Surat Kabar/SPS, Commercial Radio Broadcasting Stations Association/Persatuan Radio Siaran Swasta Niaga Indonesia/PRSSNI, Cinema Owners Association/Gabungan Pengusaha Bioskop Indonesia/GPBSI, Television Association/Yayasan Televisi.

The Advertising Council/Dewan Periklanan Indonesia established in 1978, later changed name to Komisi Tata Krama dan Tata Cara Periklanan Indonesia. The first product of the Advertising Council was The Advertising Code of Ethics and Code of Practice accepted by the industry and the government as the standards in 1982.

d. 1986 AdAsia Bangkok – China membership – AFAA Chairmanship

For the first time, I met the delegates from China Advertising Association. In the AFAA General Body Meeting in Bangkok 1986, the representatives of China expressed their intention to join AFAA. The meeting was very pleased to accept China Advertising Association as AFAA member.

AFAA General Body Meeting in Bangkok, decided that The Chairmanship term of service will be two years, and that the Incoming Chairman should come from the next AdAsia Host.

It was also decided during General Body Meeting in Bangkok, that two vice chairmen will sit with the Chairman; the immediate Past Chairman and The Incoming Chairman.



This configuration was felt an improved structure, with both the past and the future chairman next to the Chairman, this will ensure continuity and consistency both in the operations of AFAA

Indra Abidin right, conversing with delegates from Singapore, Hongkong.

Vinit Suraphongchai initiative - Financial Contribution for AFAA

and primarily AdAsia congresses.

AdAsia Bangkok Thailand was the first to start the practice of contributing to AFAA. During the AFAA General Body Meeting in Bangkok the Chairman of Organizing Committee Vinit Suraphongchai pledged support to AFAA and contributed a large sum of fund for AFAA. And that all future AdAsia congresses to contribute to AFAA. This fund if required can be used as a loan by the Organizing Committees that need working capital or seed money to prepare the future AdAsia. Since then most congresses contributed a sum of fund to AFAA.

International Council Members AdAsia - Bangkok 1986.



AdAsia - Bangkok 1986.



AdAsia - Bangkok 1986.



2) 1987-1997 Winds of Change

a. 1989 Lahore – Advertising practitioners - Very Important Persons

AdAsia 1978 Lahore was another landmark for AFAA. The Organizing Committee, under leadership of Javed Jabbar; the Pakistan advertising practitioners set precedent of positioning Advertising practitioners as Very Important People. The Pakistan heritage, the great palaces were opened to the Advertising practitioners. Here we really felt honored, treated with high respect, and acknowledged as good citizens of Asia.

AdAsia Congress delegates experienced the highest respect, banquets in the palaces, in one of the Gengis Khan's fortress gardens, in the colonial

grass lawns. It was also in Lahore Pakistan that AFAA felt the change of the century was coming. The need for a strong institution capable of offering solutions to the fast changing world. Javed Jabbar, stressed that advertising has an important mission and duties to perform to its societies in Asia. Building/developing Asian brands - products and services, communicating, informing and educating these fruits of developments in the Asian way. The fruits eventually will be harvested by Asians themselves, creating employment opportunities for the Asians, generating prosperity, welfare, education, health. Thus increasing the qualities of life of Asians.

And that the advertising profession must be respected as "Very Important Person/VIP".

The Antonio De Joya and Javed Jabbar I knew were the persons with the most impactful presence

Antonio De Joya, A soldier by background, his commitments and speeches have inspired many, sparked the fires inside many Asians burning Asian spirits and started to work towards common goal increasing Asian advertising standards, improving the qualities of life amongst Asians, turning the wheels of Asian economies.

I see Antonio as a person of commitment, traveled, shuttling to many cities across many parts of Asia to ensure a united AFAA.

As for Javed Jabbar, I see him as a statesman (who was Minister of Information in the Pakistan Cabinet) during the AdAsia 1989 in Lahore. Javed stated that advertising profession is vital to the development of the people that it serves. Whether practiced for local rural villagers or encompassing borders, territories, of many races, and ethnic groups.

He established a high position for advertising in

Asia. I remember Javed a charismatic person with his energy as stunning the audience each time he speaks.

Shuzo Ishikawa - AFAA AdAsia Odd Year - IAA Congresses Even Year

Besides AFAA, in Asia, IAA was also present as an active advertising organization. Both were the most active organizations across Asia. IAA's similar interests with AFAA a federation of Advertising Associations from each Asian country; IAA was an organization of individual membership; since early stages have actively developed close relationships, and cooperation between AFAA and IAA.

IAA is a global partnership whose members represent advertisers, media, advertising agencies, public relations agencies, media companies, and educators, advocating self regulating industries. IAA since 1938 has built a common global voice through its grass root presence with over 4000 members in all 79 market economies. IAA inspires and empowers members to raise their sights and reach for the life they want. Increasing the advertising standards, and contributing to the betterment of economies worldwide.

In the early days, Congresses of both organizations were held in even years causing conflicts since both were inviting the same audiences. Both AdAsia AFAA and IAA want to invite as much delegates as possible.

"In order to avoid a head on collision with International Advertising Association/ IAA World Congress, AdAsia made a concession so that it would be held on an odd year since 1989 -Pakistan. Malaysia thus was supposed to be held

in 1991, but it wanted to do it a year earlier to coincide with that country's 'Visit Malaysia' year of 1990".

As Stated by Shuzo Ishikawa in one of his previous letters/correspondences.

AdAsia Venue bidding 4 years in advance

Proposed by Shuzo Ishikawa, the general Body Meeting in Lahore decided to ensure sufficient time and effective preparations, the bidding for the venue will be decided 4 years in advance.

The congresses were growing in term of program contents, and also in attendance. Issues were becoming more complex. From less than 100 in 1956, 1978 delegates grew to 600. To ensure smooth preparations for future congresses, there was a need for sufficient time for the organizers to plan, develop, prepare and implement.

Indra Abidin - Indonesia (left) Saburosuke Suzuki - Japan (center)

b. 1990 Kuala Lumpur



The AFAA General Body Meeting in Kuala Lumpur acknowledged that AFAA as the umbrella organization has improved the quality of AdAsia Congresses since 1978-1987.

The mechanisms for stability, consistency, and continuous Organization Developments were contributing factors for the increasing advertising standards in Asia. Thus contributing to the qualities of life of Asians.

Jaffar Mohammed Ali - Permanent Secretariat – Kuala Lumpur

As AFAA grows more active and members grew, there was a need for further strengthening of the institution. Coordination of AFAA activities, historical and documentation of all programs, conferences, AFAA meetings, proactive dissemination of information, news, developments, archives, library. All this was piling up without any central service to administer the body on a professional and permanent basis.

To further ensure progress, AFAA Chairman Dato Jaffar Mohammed Ali; proposed that a permanent secretariat must be established to serve as the AFAA Service Center administering all AFAA affairs. It was also noted that as AFAA body matures as an institution, the archives, library, and documents needed to be secured, serving all AFAA members, easily accessible, and servicing the Asian advertising communities.

The Permanent Secretariat will report directly to The Chairman of AFAA, operated and managed by Secretariat Services MarkComm Sdn.Bhd - Malaysia.

A professional company already servicing all the



AdAsia - Kuala Lumpur 1990.

components of the advertising industry in Malaysia. J Matthews was appointed as Executive Secretary.

c. 1993 Tokyo

Since the establishment in 1978, AFAA regular members with full voting rights comprise of tripartite organizations of each country.

Tripartite organizations include The Advertisers Association. The Advertising Agencies Association, and The Media Associations.

Other AFAA members non voting rights are Associate Members, Corporate Members and Individual Members.

Anticipating future growth developments in all the Asian market economies, it was felt that, not all areas are represented exclusively by one orga-



Left Yong Po Shin (left) -Singapore with International Council member from Australia.



Sitting at the table facing each other Shuzo Ishikawa, left, Japan Dato Mohamad Jaffar -Malavsia

Indra Abidin, right, with delegates from Indonesia.



Delegates from India.



In front of Singapore Hospitality Counter. From left to right Yong Po Shin- Singapore, SQ Hostess, Ersnt Katopo, Fachry Muhamad-Indonesia.



nization body. There will be a need for representation by more than 1 organization from that one region in Asia. That AFAA should be open for more members rather than one body representing or originating from one area. It was possible that 1 organization representing one city/region and another representing another city/region.

Shuzo Ishikawa - AFAA - Non Political

Upon the recommendation of Shuzo Ishikawa as Chairman Membership Committee, AFAA Constitution was revised to accommodate future growth.

At the AFAA General Meeting held immediately before the Tokyo AdAsia, 1993, the AFAA Constitution was amended so that "Country Membership" read "Regular Membership". Also, Taiwan's application for a regular membership was approved.

This apparently led China to its silent departure from AFAA. It stopped all its communications with the Federation. It did not respond to inquiries by the succeeding AFAA Chairmen.

During 1993-1995, The Indonesia Advertising Council as the organizing committee for the next AdAsia Congress 1995 made tremendous efforts to invite China back to AFAA. I recalled Yusca Ismail AFAA Chairman, and I shuttled from Beijing, Hongkong and Taipei to seek ways for China Advertising Association to return to AFAA. We met the China Advertising Association Officers, and tried to negotiate a breakthrough solution to the issue.

d. 1995 Bali – AFAA responding to rising expectations

As Asia developed economically the advertising issues became more complex, AdAsia congresses also became an increasingly important global Forum for advertising leaders, professionals from Asia and world to meet, exchange information, experience, and to build global networking amongst the management executives for Asian advertising industries.

As the AdAsia - Asian Advertising Management forums covered more complex issues; it was felt that AFAA needed to expand its management forums to the other parts of advertising disciplines including creative.

A forum to increase creative standards amongst Asian advertising industries. Gather creative talents to meet creative leaders, learn, discuss, and build dialogs. Recognize and award the outstanding good works created by Asian Advertising.

The Creative Forum will require funds which



Delegates registration counters.



Opening Ceremony performance.



Balinese dance performance, Promoting AdAsia 2005, Bali, Indonesia.

Indonesian delegates Front row Nos. 2, and 3 from left Miranty Abidin and Aristides Katopo.



AdAsia - Tokyo 1993.



AdAsia - Tokyo 1993.



AFAA has not. AFAA has been a non profit organization that depends totally from membership dues, and small contributions from AdAsia Congress host Organizers. Since 1978 AFAA have never made efforts to be financially strong and healthy.

Proposed in 1993 Tokyo, AFAA General Body Meeting in Bali 1995 appointed Vinit Suraphongchai to lead and initiate the first creative forum –program; To prepare the making of a truly Asian Advertising Festival.

The AFAA International Council Meeting in Manila in 1997 approved the proposals forwarded by Vinit Suraphongchai.

The Forum will be managed –organized separately to AFAA, endorsed by AFAA, will be self financing, will not burden AFAA with losses and

debts, will be steered by individuals who are senior Asian practitioners.

An Underwriter will be solicited to secure and guarantee the initial investments, and running costs of the forum. A permanent venue to be selected in Thailand.

In 1997, AP AdFest – Vinit Suraphongchai

Asia Pacific Advertising Festival was established and launched in Bangkok. The founders were Shuzo Ishikawa, Vinit Suraphongchai, Senyon Kim, Indra Abidin

Founding Chairman Steering Committee Senyon Kim, Founding Chairman Working Committee Vinit Suraphongchai, key members of the Working Committee included Jimmy Lam, and Boonsri. Although facing the economic crisis, the first Asia Pacific Advertising Festival/AP AdFest was held in March 1998, Chiang Mai. With over



From left to right Mrs Ernst Katopo, Priest, Miranty Abidin, Indira Abidin, Lusiana Tanahdjaja - Indonesia.



Balinese performance during one of the evening dinners.



Left to right Senyon Kim - Korea Balinese dancer, Miranty Abidin, Mrs Ersnt Katopo, Yanti Sugarda.

Kechak Dance during one of the evening program.



Lef to right Indra Abidin, Baty Subakti, Gunadi Sukemi-Indonesia.



Front row from left to right Mahtum Maksum, Baty Subakti, Indra Abidin.



100 delegates and over 300 entries, the first AP AdFest was considered successful.

Upon review, AdFest was moved to Peach International Convention Center in Pattaya, to ensure higher interest and attract all the creative talents of Asia specially the young creatives each year to come, meet, exchange information, experience, and build networks amongst themselves. All this for the advancement of Asian advertising standards, increasing the economic wheels of Asia, and improving the qualities of life amongst Asians.

AP AdFest today is acknowledged to be the leading Advertising Festival in Asia a gathering of more than 1,500 leading world creative talents and over 5,000 entries. In 2007 The Festival was changed from 2.5 to 3 days event. A meeting point of cultures, a melting pot of creative talents from all over the world.

Besides the creative professionals, 20 young talents were selected from the Asian cities and gathered in Pattaya to attend the Advertising Festival, and attend a special workshop preparing them for future challenges. Equipping them with the winning edge skills, and tools.

Shuzo Ishikawa, and Senyon Kim, I Knew

In this period I feel there were many who have contributed to the AFAA growth including the two names above.

Shuzo Ishikawa, a humble, yet very wise, and knowledgeable person who have attended the 1st AdAsia in Tokyo 1958. With his deep knowledge of AdAsia, Shuzo Ishikawa contributed to securing the basic spirit of AFAA, and the amendments

of the constitution when the urgency arose. He was firm with the principles of non-political for AFAA.

Senyon Kim was instrumental as the bulldozer and unifier of the rich diversity AFAA holds amongst its communities. Senyon was straightforward in straightening issues, making complex issues simple clean and clear for decision making. Senyon shuttled intensively west and east, north and south to address various intricate and serious issues for AFAA. Both Shuzo and Senyon were the warriors from the Far East with the strong spirit of Asia.



AFAA Service Awards Recipients.



AFAA Awards ceremony Indra Abidin receiving AFAA Service Awards



President Ramos, Philippines standing with the AFAA International Council Mmbers.

3) 1998-2007 Be there or be behind

a. 1999 AdAsia Pattaya

As the economic crisis continues to roll all over Asia, the emergence of new technologies globally impacted on the new media convergence. New paradigms emerged. Demanding the advertising industries to restructure. To change forms. To respond to the imperatives of change. To call on Asian industries to be there in front to embrace change or be left behind. The media landscapes now changed dramatically. The Media Specialists, the media giants entering Asia as new players, threatening the conventional integrated marketing communications.

Venue for AdAsia 1999 Peach International Convention Center, Pattaya



New jargons were introduced including activation, 360 degrees, engaging the consumers not disrupting. All these major changes have created confusions, despair, and pessimism to the future of advertising. Will advertising fall and PR rise?

To respond to these major concerns of all advertisers, agencies, and media;

The General Body Meeting in Taipei 2001 mandated Indra Abidin to prepare a new AFAA Spirit, and a strategy to respond to the current and future challenges. The proposal for an Asia Media Forum was in process.

b. 2001 Taipei & Jaipur - New Millennium - New Spirit

As the new millennium entered Asia, and 9/11 disasters hit the world, AdAsia 2001 Taipei continued in full force to find new solutions responding to the rising expectations of its members. AFAA approved the improved logo symbolizing AFAA new millennium spirit. Also the proposals for an Asia Media Forum were gaining momentum and finalizing. AFAA General Body Meeting in 2003 Jaipur approved the porposed APMF Asia Pacific Media Forum.

The mechanism follows the AP AdFest.

The Forum is independent from AFAA, will be organized separately to AFAA, endorsed by AFAA, will be self financing, will not burden AFAA with losses and debts, will be steered by individuals who are senior Asian practitioners.

An Underwriter will be solicited to secure and guarantee the initial investments, and running costs of the forum.

Bali was selected as the permanent venue.

c. 2005 Asia Pacific Media Forum/APMF



One of the sessions during AdAsia 1999, Pattaya, Thailand.

APMF is the first advertising media conference of its kind in the region.

Supported by AFAA & IAA, the conference will discuss among others: critical advertising media issues, business issues, evaluate future advertising media trends. APMF aims to fertilize good understanding amongst different elements of Asia-Pacific Advertising Industry through friendship, exchange of information, enrichment of knowledge. To help increase the Asia-Pacific Advertising Industry standards, particularly in media related issues. To provide a unique networking opportunity for all related including advertising agencies, media, advertisers, research companies. To provide a forum for new business opportunities and be ready to anticipate changes.

To observe the laws of Indonesia, The Organizing Body was established and name AAPAM for Association of Asia Pacific



Exhibition scene in the congress building.



India AdAsia 2003 Promotion Booth.

Cultural performance during the Welcome Reception AdAsia 2001 Taipei.



Advertising Media Founding Steering Committee: Chairman: Senyon Kim

Members: Indra Abidin, Kazuo Miyakawa,

Vinit Surapongchai, Gautam Rakshit The first Asia Pacific Media Forum was launched successfully in Bali in March 2005. Over 300 participants and speakers attended the conference. They were from the Asia Pacific Region, and also from the US, UK and Europe. The conference discussed advertising media trends, development of technology, the drastic changes and its impact upon advertisers, creative agencies, media specialists, various media, and media research.

Dato Jaffar Mohammed Ali, and Vinit Suraphongchai I knew

For this period there were many more which AFAA is indebted to, including the two names

Ageing 30 years for AdAsia and 10 years for AFAA, there was an opinion of weakening, and lacking directions. There was slow progress for various AFAA developmental advertising programs, lack of internal and external communications. Almost no flow of information amongst AFAA members.

The Late Dato Jaffar Mohammed Ali, with his warm manner and often humor persistently pressed for AFAA organization changes to improve AFAA directions and growth. His warmth melted many icebergs within AFAA poles, and made consensus possible for decision making.amongst hot issues at the time. The Late Dato Jaffar Mohammed Ali was a sincere and a true gentleman.

Vinit Suraphongchai, I knew, was instrumental for the making of the creative melting pot of cultures in Pattaya. A visionary, optimist and committed, he created a strong dedicated organization to face the uphill struggle of the economic crisis 1997 hitting across Asia.

Asian economies were falling, advertising were dying, Vinit and his colleagues never lost their optimism and confident that with perseverance and patience AP Adfest will grow to meet its goals. A strong AFAA believer, Vinit persevered when AP AdFest were making huge losses during the first years.

Conclusions 1978 - 2007

Whether good or bad, advertising have played an important role in what Asian economies, and cultures have achieved today. From very heterogeneous, diverse, and different societies; Asians today are closer to each other, share common



From Left to right
The founders of APMF Yong Po Shin, Senyon Kim, Indra Abidin.



IAA Meeting after Asia Pacific Media Forum event. Left to rigth N. Shutto - Japan Zhang Zeman - China





behaviors and attitudes, and generating as the center of world development. Where information, education, and communications are the vital components and players to improving the qualities of life in Asia. Strengthening the governments' taxes, providing employments, increasing the qualities of the mass media encompassing the most remote villages.

Advertising billings have grown to 20% of world expenditure and increasing. Asian advertising markets are leading in various technology applications. Yet we should also see the high complex issues, health, epidemics, environmental hazards, and many other social never seen before emerging jeopardizing all the fruits hard work gone through Ad Asia and AFAA since the past 50 years.

As Asia Pacific evolves dynamically, advertising today and tomorrow has the opportunity to function as the accelerator of social, economic and cultural development in Asia Pacific improving qualities of life. As advertising gradually transcends to become a multilateral communications discipline, AFAA could position as the unifier and fertilizer of growth for all the communication industries including Above The Line and Below the Line industries, Mass Media, and Asian Brands.

Anticipating the continuous media convergence, new technologies, restructuring of the advertising industries; it is important for AFAA to be the instrumental body to prepare – equip our Asia Pacific industries to take a larger role within their own markets.

An Asia federation must, by its very nature, be a servus populi, a servant of communications practitioners in Asia, a planner/doer/coordinator of the tasks that must be done rather than a would-be Asian overlord who might be tempted to infringe

BRONZE
SINGHA

PHEVONENA

DIFEST 2007

The masters of ceremony during the finalists Awards ceremony.

upon the prerogatives of individual trade associations or federations in our respective countries.

It is my opinion the time is now to elevate and position AFAA into higher grounds, enabling AFAA to be the central and source of development for all communications - ideas industries in Asia Pacific continuously and consistently.

AFAA social responsibility

It is anticipated that the consumerists will grow more aggressive pressures attacking the communications in various consumers issues following the movements in the other continents impacting to the freedom of communications/advertising speech and creativity.

AFAA should pre-empt / pro-activate and position leadership in public service advertising and social marketing programs, information education and communication that will create trust/confidence, acknowledgement and respect amongst the Asia Pacific publics towards advertising/communications industries.

Various issues can be initiated/undertaken by AFAA implemented by its members around their own respective markets. Social marketing/public service advertising campaigns that will result in social behavioral changes towards the betterment of its societies.

Promotion of advertising/communications profession

Developing high standards/practices in Asia Pacific need to attract the best talents/students that will be the future leaders of the communications/advertising industries.

This will require active continuous information educational and communication programs amongst higher schools, institutes, universities, and the general public creating positive imageries on our industries. Long term the profession can be acknowledged as the most popular and the most promising career to build amongst the youth/students/young graduates.



Gohei Kogure

Japan

Message from Gohei Kogure

First of all I would like to extend my hearty congratulations to AFAA on the 50th anniversary of the Asian Advertising Congress. It is hard to believe that half a century has passed since the First Congress was held in Tokyo in 1958.

When I trace back the history of the Congress, two Japanese gentlemen come to my mind as being driving forces behind its formation. They were Messrs. Toyonobu Domen, then President of Ajinomoto and Hideo Yoshida, then President of Dentsu.

Mr. Yoshida particularly understood the importance of unity within the advertising industry in the Asian region for the improvement of the standards of the industry. He had the remarkable foresight to see that advertising would play a vital role in economic development and prosperity which would deliver higher standards of living for the people in the region.

I remember the First Congress held in Tokyo in 1958. It was a very modest affair with only eight delegates from overseas and a little over 100 from Japan. Though it was limited in size, the First Congress was a significant step for the advertising industry in this region. In these fifty years the Congress has grown into a big event with more than one thousand delegates and I am sure Mr. Yoshida would be delighted that the small seed he sowed has become a big tree with a lot of blossoms. He would be particularly happy that the seed has been nurtured by his fellow ad-men throughout Asia to grow into that big tree.

In the half century since the First Congress, the

advertising industry has achieved a remarkable growth in quality as well as in quantity. Yet there are still many unsolved issues and emerging new problems we never dreamed of fifty years ago. Some of these are unique to the advertising industry in this region and I expect AFAA members will continue to make united efforts to face these challenges, to make our industry more effective and meaningful, and to do so in a mutually beneficial and timely way.

Dawn of the Modern Asian Advertising World

Mr. Hideo Yoshida, elected president of Dentsu in 1947, believed strongly that advertising would play a vital role in the post-war reconstruction of the Japanese economy. He also felt that international cooperation among advertising professionals was essential, and decided in the mid-1950s to join the International Advertising Association (IAA). At that time, the IAA did not have a foreign chapter system and Mr. Yoshida established

the Japan International Advertising Association (JIAA) presumably as a step toward that end.

With enthusiastic support from the Japanese ad industry, the first regional advertising meeting was held in Tokyo in 1958. Eight international delegates from Hong Kong, Taiwan, Thailand, India and Egypt attended the three-day conference.

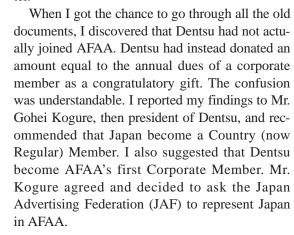
Tokyo also played host to a second meeting in the fall of 1960. On this occasion, 38 international delegates from five countries participated. For some unknown reason, this second gathering was referred to as a "congress," while the first had been designated a "conference." Perhaps the founding fathers, anticipating the future growth of this event, thought the term "congress" would be more appropriate.

As Mr. Yoshida was a prime mover for these first meetings, I was among several young Dentsu employees temporarily transferred to the organizing committee whereupon each of us was assigned to a different overseas representative. This was our first exposure to international business etiquette and I recall one of my colleagues being appointed to look after a female delegate. When he offered to carry her huge purse, she quickly chided him, saying, "A gentleman would never touch a lady's purse."

My early association with what has since evolved into AdASIA ended when I was transferred to New York a few months after the 1960 congress. By the time of the Manila congress two years later, Mr. Yoshida was seriously ill. Although unable to attend, he did send a message

wishing for its success. Mr. Yoshida passed away at the young age of 59 the following January.

The 14th Asian Advertising Congress was held in Seoul in 1984. During a break between sessions, I was asked by a reporter from a Hong Kong trade publication why Dentsu had not been paying its membership dues to AFAA (which had been established in Manila in 1978 by Mr. Tony de Joya). I had not been involved in AFAA for quite some time, even after returning from the States, and recall telling the reporter that I was not aware that Dentsu was a member of AFAA. I did tell him, however, that I would look into the matter.



As I look back, it is clear that the seeds sown by Mr. Yoshida and others a half-century ago gave birth to what is known now as AdASIA. However, it is the many dedicated members of AFAA whose enthusiasm and belief in the common causes of advertising that keep this biennial event ever growing.



Shuzo Ishikawa

Japan



Kazuo Miyakawa ▶Japan

AFAA - A Driving Force in the Asian Advertising Industry

My involvement with AFAA began in 2001 with AdASIA Taipei and continued thereafter for the next five years. In looking back, those were clearly some of the most rewarding experiences of my career. I consider myself very fortunate indeed to have had the opportunity to work closely with so many outstanding individuals whom I still feel privileged to call friends. And it was over those five years that I became firmly convinced that AFAA is a crucial driving force in the Asian advertising industry. My reasons for holding such a belief are threefold:

- 1. AFAA promotes mutual respect and understanding. Membership seems to spawn the trust and desire necessary for members to work together effectively. Nowhere is this cooperative spirit more evident than at the biennial AdASIA congresses. The camaraderie among AFAA colleagues is the single lasting and overriding image I have from my participation in the AdASIA congress held in Taipei, Jaipur and Singapore.
- 2. AFAA members share common goals and values. There is a universal feeling of togetherness among the members of AFAA, as well as a very strong communal belief that problems can be overcome and standards raised. AdFest and the Bali Media Forum come immediately to mind as perhaps the two best examples of what can be accomplished when AFAA members take the initiative and work hand-in-hand toward a common vision.
- 3. AFAA embraces opportunities to work with others. As IAA VP and Area Director for

Asia/Pacific for several years, I experienced first hand the willingness of AFAA leaders to work with outside parties and other organizations. Without AFAA's cooperation and support, the considerable progress that has been made toward the establishment of a regional Professional Development Program would not have been possible. And who can forget the teamwork exhibited by AFAA in a cooperative effort with the IAA to raise funds for the needy following the terrible tsunami disaster.

Looking back now from the quiet perspective of retirement, I am reminded of the many enduring friendships developed, and the pleasure I always felt to be associated with such a professional organization. Thank you, AFAA!

With Fellow Asian Advertising Practitioners, Celebrating 30 Years of AFAA and 50 Years of AdAsia

1978 Manila

I visited Manila in early August 1978 in the full heat of summer. Thus began my 30 year long journey with the AFAA. The Philippine advertising industry was fully mobilized to prepare for the work at hand to found the Association and as for participation from the other countries there were just 12 participants from 9 countries. We were most impressed by the fervor of the Philippine advertising colleagues.

1958 Tokyo

The Asian Advertising Congress was founded with the initiative of Mr. Yoshida, President of Dentsu Corporation of Japan at the time in 1958 and this survived over the years with meetings being held every two years in different Southeast Asian countries. However, in the 1970s the enthusiasm gradually subsided and at the meeting in 1976 held in Australia the Congress was virtually at a crisis point.

AFAA

As the following conference planned in the Philippines in 1978, the Philippine advertising industry led by Antonio de Joya rose to the occasion in order to revive this congress. The congress which was handed down from one hosting country to the next reached the conclusion that a back-up organization needed to be established with participation of countries throughout Asia.

This meeting brought the Asian advertising fellows together in unity and established the found-

ing principles and constitutions of AFAA and in the fall of the same year at the Manila congress the established of the AFAA was formally announced. Hence the Asian congress averted the crisis and successfully opened a new era in Asian advertising.

AdAsia

Thereafter following Singapore and New Delhi congresses, Seoul hosted the congress in 1984 and I was tasked to be in charge of the organizing committee and we held a successful meeting. It was noteworthy that the congress was renamed AdAsia and the name has been retained to this day.

Kashmir Issue

From 1984~1986 India and Pakistan were embroiled in the Kashmir conflict and this led to the recording of the first crisis for AFAA. Many including myself recall the difficulties we faced on this awkward 'political issue.' As a consequence of this Tony de Joya, the founding chairman, resigned from his position. Thenceforth it was decided that the chairmanship would rotate biennially from one host country to the next and this system has been maintained to date.

Japan

Japan, the founding country of AdAsia actually participated somewhat passively throughout the 70s and 80s. However, Mr. Kogure, President of Dentsu at the time took the decision to bid the Congress and in 1983 the hosting of AdAsia returned to Tokyo after a long duration. Thereafter Japan and Dentsu actively partook in the development of the AFAA and became an important pillar thereof.



Senyon Kim

▶Korea

A founding member in 1978 and since International Council member AFAA (1978~2005) Former World President, IAA (1996~1998)

AFAA/IAA

After the founding of the AFAA, the relationship to the International Advertising Association (IAA) needed to be established. Opinions ranged from those supporting coexistence and confrontation but recognizing that one was regional and the other was a global organization it was determined that the relationship should be complementary. Moreover, active industry leaders in each country hoped to utilize harmoniously the advantages of the two organizations. Since the latter half of the 80s both the AFAA and IAA consistently maintained a policy of cooperative coexistence and this was a mature and appropriate choice. In the '80s both associations held Congress in the same years. However, in 1991 at the Kuala Lumpur congress it was decided to postpone AdAsia by a year to take the initiative on this issue. Furthermore, the relationship between IAA and the AFAA have been maintained most actively in comparison to other regions.

China Issue

In 1986 at the Bangkok congress China which just joined the AFAA seemed to recognize Taiwan as a member state in the conciliatory mood of the times at first and even offered to host them at the 1995 congress. However, in 1990 China strongly insisted on the 'One China' policy taking issue with the denomination of Taiwan chapter and withdrew from the association. Many efforts were made thereafter by the leaders of AFAA at different occasions to persuade China but in spite of such efforts China has not formally returned to the association. This taught a valuable lesson as in the Kashmir issue that such political issues could not be readily resolved in industry organizations like the AFAA. In view of the considerable progress made by the Chinese advertising industry and its share of the regional market, the absence of China is most regrettable.

Asian Hospitality

The most memorable moments are represented by the hospitality events such as those which impressed us at the Bali and Jaipur congresses. The hospitality events with folkloric presentations and delicious local food typify the evenings that we shared together after serious congress sessions during the past 30 years. Such very Asian and carefully considered banquets form a part of the tradition of AdAsia and have gained international renown.

Goodwill and Volunteer Spirit

We pride ourselves in the 50 years of AdAsia and 30 years of AFAA history since its inception. We have to think what gave rise to the success of the associations. In retrospect, the AFAA is a funny kind of organization. This is a loose organization which is not particularly strict as an organization without supporting financial resources and a established secretariat. The fact that this organization was sustained with considerable development over almost half a century is testament to the good will and the volunteering spirit of the leaders from each of the member countries. Only their passion and initiative made all this possible.

Asian Solidarity and Friendship

In the gatherings among Asians we stress Asian solidarity over and over again. It is most enjoyable to see that the friendship and camaraderie flourished during the many years of growth and progress. The passion shown by the Philippine participants and Tony de Joya in the early days and the dedicated service of the organizers from each of the AdAsia host countries in the years following are greatly appreciated. We would like to take this opportunity to show our express thanks to their outstanding service and friendship.

In particular, Datto Jaffar who passed away, the still active Vinit Suraphongchai, India Abidin, and Shuzo Ishikawa who since retired and others dedicated a great deal of time to developing ideas and taking initiative. Often it is said that advertising is a business of people. An organization such as AFAA is a people's organization and we believe that meeting good people are the greatest reward to our dedication to the association.

AdFest/APMF

Towards the mid of the 1990s, AFAA also broadened its scope. As AdAsia matured into a general forum of the Asian advertising industry, we all have come to agree on the necessity of an independent advertising festival for Asia with a view to resolving technical issues. Thus was created AdFest (Asia Pacific Advertising Festival) which is celebrating its 10th anniversary this year and this has grown to be one of the five top advertising festivals in the world.

In 2005 The Asia Pacific Media Forum (APMF) was launched after years of preparation. This is a biennial forum for media specialists and is slated to grow rapidly in view of the current development of the media industry. The AFAA has therefore been instrumental in giving birth to the likes of AdFest and Media Forum, and is entering a new era of trilogy.

New Era, New Challenges

It could be said that the past 30 years were the period of the first generation for the emerging advertising industry in the various Asian countries.

Common to the first generation is the pioneering passion, the focus on the vital role in the establishment a new industry and the vision of sharing new information among member countries. Therefore their mutual cooperation came by very naturally as a common issue. The Asian advertising industry in the new millennium is growing at a phenomenal rate and its environment and content are evolving accordingly. Hence the socio-economic position of the advertising industry in the region has changed considerably.

The 21st century and its new generation are expected contend and innovate with a commensurate level maturity to the increasing demands of AdAsia and AFAA. Moreover, Asian solidarity will be redefined and expressed in the years ahead.

AdAsia unique in the world with its 50 year history!

We look forward to a benevolent revolution in the future in light of the half century anniversary with unique advertising events and culmination of collaboration between advertising professionals.



Longmen Hu **▶**Taiwan

The Fifth AdASIA Congress in Taipei President Chang, Kaishek was greeting all the representatives.



An Aged Photo

The other day, I discovered an aged photo accidentally. It's a photo from an overseas friend and it has brought back lots of memories. The photo was taken 41 years ago at the Fifth Asian Advertising Congress in Taipei while President Chiang Kai-shek was greeting all the representatives. That time, I was helping out at the Congress and I belonged to the General Affairs Committee. Apart from my job at work, I spent lots of time and energy in organizing the Congress. The Fourth Asian Advertising Congress was held in Hong Kong two years prior to the Taipei Congress. I was very young then. It was not only the first time I participated in an international congress it was the first time I traveled overseas. Therefore, everything was so new and foreign to me.

From then on, I attended almost every international congress held except for some special rea-

No matter in which country the congress was held, the host made their best efforts and most of the time, the congresses ran very fantastic.

However, after each congress was over, when everyone had left, the enthusiasm seems to disappear. An empty feeling took over when life is back to normal. Through the noises and excitement at the festivity, we got to gather with old friends and meet new friends. There are many other ways to build up network and receiving new ideas. Are these the only contributions AFAA can offer to the Asian advertising industry?

Of course, there were work reports from each working committee during each meeting and all participants actively involved in the discussions. However, the issues discussed were not at enough depth and the discussions seemed to carry on only for the sake of discussing. The reason for this may be that the issues were not researched and thought through thoroughly before being brought up. Therefore, to achieve this, specially designated research personnel would be required.

Under the current condition, to ask each working committee to conduct such research would be quite difficult both in manpower and financially. Nevertheless, if we are able to put more manpower at the Secretariat to conduct research on issues facing the Asian advertising industry or even on the development of the Asian economy before bringing the issues to the International Council for decision making, the meetings will become much more productive. We will also be able to make higher contribution to the Asian advertising industry.

AdASIA is already 50 years old. After going through half a century, I hope the organization will become more mature and can make glorious contributions to the advertising industry in Asia.

The AdAsia Connection

My story began twenty one years ago in Bangkok. In 1986, I was asked by my boss to attend AdAsia Bangkok. Though I knew nothing about AdAsia, I accepted the offer happily. Who would say "no" to a vacation in Bangkok! When I got there, I became a little boy in the candy shop. There was so much to learn and see. I was impressed by the speakers and the chance to meet these industry leaders in person. I enjoyed the dinner parties and the cultural experience provided by AdAsia. I made a lot of friends from countries around the region. It was more than a vacation! It was a great chance for self-development and networking. I believed my AdAsia experience is a great asset to my career. Without hesitation, I put AdAsia on my "must do" list and joined all the following AdAsia Congresses. I was always an active and supportive delegate.

My experience with AdAsia took a new perspective when I turned from a delegate into an organizer of AdAsia. The Taipei Association of Advertising Agencies decided to bid for AdAsia 2001 and I joined the bidding team. We did a lot of homework to understand the spirit and organization of previous AdAsia Congresses. We also put together a direct marketing campaign to solicit support from AFAA members in the region. All our effort paid off and Taipei became the organizer of AdAsia 2001. I was appointed Deputy CEO of the organizing committee and spent almost four years in the preparation of AdAsia Taipei. It was not until then that I realized the tremendous amount of effort put behind an AdAsia congress. We had to overcome numerous challenges to make the congress meaningful and attractive to delegates. Fortunately, we had great support from

our Asian friends and AdAsia Taipei turned out to be a very successful congress. It was one of the most unforgettable events in my life.

Over these years, I am glad that the standard of AdAsia Congresses gets higher and higher. Every organizer tries to bring new perspectives and excitement to the Congress. However, I start to worry about the decreasing number of delegates from certain countries in Asia. Many of the younger advertising professionals in the region seem to lose interest in going to AdAsia. They are either too busy at work or do not recognize the value of AdAsia. I believe AdAsia should be more aggressive in promoting itself and enlarging its impact both in the industry and in the region. It is good to see old friends every time we go to AdAsia. However, it is more important to get new blood to AdAsia so it continues to be the leading industry forum in the region attended by industry leaders. AdAsia is a very valuable brand. We need to preserve it and revitalize it. I also urge all advertising elites in the region to attend AdAsia. I guarantee it is a fruitful experience.

This year we celebrate the 50 years of AdAsia and 30 years of AFAA. Congratulations to AFAA and AdAsia on this very special occasion! On behalf of the advertising professionals in Taiwan, I would like to thank AFAA and AdAsia for your wonderful contribution to the advertising business in Asia.

Viva AdAsia!

Viva AFAA!



Raymond So ▶Taiwan



Vinit
Suraphongchai
Thailand

AFAA Article

Is AFAA an historical relic or a relevant representative of today's advertising industry in Asia Pacific?

I first came into contact with the Asian Federation of Advertising Associations, or AFAA in 1984, when I attended the 14th Asian Advertising Congress held in Korea. It seems appropriate that I should be writing about AFAA and the Asia Advertising Congress when it is once again held in Korea, twenty-three years later.

Instead of using the full name of the "Asian Advertising Congress" as it was called originally, the Koreans shortened it to "AdAsia". Thailand followed in 1986 and the name has been adopted ever since.

My duty in 1984, if one can call it that, was not so much as a delegate but rather as to observe the organization and management of the event, as I was the Chairman of the Working Committee for Thailand, the next country to host the event, two years hence. It was the beginning of a twenty-three year relationship with AdAsia.

Faces were introduced to me and names came at me from every direction at first but two stuck with me. They were Senyon Kim (President) and In Sup Shin (Secretary - General) of the Organizing Committee. At the time, they had little spare capacity to teach me anything because they were busy managing the event, so I was left to make observations on my own, which did not amount to much. Half-way through, I just gave up and enjoyed myself. In those days, the event spanned over five days which, in the fast-paced

era we live in now would be seen as an over-kill. Gradually, the duration of the event has been reduced to the three days that it currently occupies.

But to start talking about AFAA or AdAsia straight away is too far ahead of the story. To get the whole picture, we need to go back about 50 years.

The History of AFAA and AdAsia

In 1958 Mr. Hideo Yoshida, president of Dentsu Japan, launched the very first Asian Advertising Congress in Tokyo. There were less than 100 delegates, many of whom were Dentsu people. Mr. Shuzo Ishikawa, a long time member of AFAA who has since retired, was among them. Held every two years by different Asia Pacific country, the event was to be the beacon of the industry, the hub and network that aims to promote friendship, knowledge and to elevate the standard of advertising in the region.

In those days there was no centre or a proper system to manage the affairs of AdAsia from one event to the next. This was resolved in 1978, when with the agreement of different countries, AFAA was established in Manila with Mr. Anthony de Hoya as the first chairman. There were teething problems in the beginning.

While the headquarters of AFAA were in Manila, the venue of AdAsia changed every two years. The result was that record-keeping and transfer of documents from one AdAsia to the next happened randomly. Things got even worse when it was decided that the headquarters of AFAA was to move in tandem with the host

venue. In response, Dato Mohamad Ali Jaffa of Malaysia (a long time member who passed away some time ago) volunteered to have Malaysia as a permanent centre. Since then the management of AFAA and AdAsia have become a professional affair.

AFAA's Legacy

When I joined AFAA in 1984, it was in the midst of a very exciting time for advertising in the region, when things were happening everywhere, accompanied by hope, vision and energy.

AFAA was not without its problems. Around the mid 1980's, political tension between India and Pakistan spilled into AFAA. India virtually boycotted Pakistan at AdAsia Lahore in 1988. In those days, the heavyweight group controlling the Indian advertising scene consisted of Dr Ram Taneja, Harish Mahindra and Ahmed Ibrahim. On the Pakistan side, there was Syed Haseen Hashmi, Wajid Mirza and Javed Jabbar.

The last was a fiery and eloquent orator who subsequently became a senator in the Pakistan government. They were all a product of their time, i.e., the classic Cold War warriors of a black-and-white world where you were either a best friend or a mortal enemy. Those were interesting times. Fortunately, since then, relationships have taken a turn for the better. India and Pakistan even play cricket together these days.

In 1986, the People's Republic of China attended the Bangkok AdAsia, with Mr. Chou Shin as the head of the Chinese delegation. In the same year, China applied and became a member of AFAA, through the China National Association for Foreign Economic Relation and Trade

(CNAFERT).

In 1990, the Taipei Advertising Agency Association (TAAA) also applied and became member, by amending some clauses in the AFAA constitution. It is too complicated and delicate to go into detail here, so suffice to say that as a result, China, withdrew from AFAA. Sadly in the last thirteen years, although much effort had been made by many members of AFAA to resolve the stand-off, no progress has been achieved.

So after 23 year with AFAA and AdAsia, I have come to some conclusions about this illustrious group.

As the custodian of AdAsia, AFAA has been most useful. The whole administrative machinery, oiled by the good office of Mr J. Matthews of Macom in Kuala Lumpur, has been in excellent hands. The bidding system for the event, typically in the Asian style, has worked well. Over the years countries across the region have been well represented as hosts of AdAsia. More importantly, AFAA has worked at and maintained good relationships across Asia Pacific and is truly a harmonious body, with no factions among the members.

AFAA's Challenge

If there is a weakness, it is that AFAA has an image problem. It has been around for 30 years but in terms of industry awareness, it has failed to promote its own 'raison d'etre'. When confronted, the advertising practitioners can be forgiven for asking the respective questions of "Who is AFAA?" or "What does AFAA do for me?"

Suggestions have been made to rename future AdAsia events, such as "AFAA AdAsia", but that may not be enough to improve industry recogni-

whether AFAA responds relevantly to the changing times in our industry and represents its current

needs.

tion and respect. For belief, people must see results and many of the visions proposed by AFAA in the early years were simply not realized, among them a regional training project. AFAA suffers the same fate as many associations, in that the organization consists of mainly board members, with no executive team to implement ideas effectively. This is the main reason that many good and well-meaning proposals remained on paper.

For AFAA to be a stronger body for the good of the industry, a source of income is needed to help it change. For example, one way is to charge future host countries a "hosting fee" which might be managed by way of a bidding system for the organizational responsibility or through profitsharing of the proceeds.

Significantly, the association also has an aging problem. New blood needs to be brought in, indeed forced in. AFAA should require that its members be active executives in the industry, as is the case with C4As (Confederation of Accredited Advertising Agency Associations). This may be just wishful thinking but it is a serious observation.

Ultimately, some questions have to be asked about AFAA's current 'modus operandi'; whether it is the issue of the aging council members who lack the energy and vision of younger representatives, or lack of money to fund active, working executives to implement ideas, or the need for new and inspirational projects to encourage wider participation around the region.

Perhaps more specifically, it is a question of

Forty or fifty years ago, the advertising industry in Asia was in its infancy. It was very small, highly fragmented and rather unsophisticated. The leaders in those days essentially became the visionaries and pioneers. They identified the industry need and formed a common forum that was AFAA.

But the times have moved on apace. The advent of globalization and the sophistication of communication technology have left their impact. International agencies are now well represented regionally, providing good internal networking and training. These days, information can be made available at the touch of the finger. Against this backdrop it must be said then that the need of an agency to belong to a regional institution is no longer as critical as it once was.

There is also the matter of current attitudes to take into account. Today's generation is more self-centered and self-reliant than its predecessors - something the older generation complains about frequently. It seems that the sense of communal obligation or voluntary contribution is less imperative or simply extinct. To make matters worse, we are seeing a marked shift in culture towards high mobility, which negates any long-term commitment. If this is indeed the attitude of advertising young bloods, what does the future hold for AFAA?

It is clear that the organisation needs to reinvent itself and make itself relevant again to the advertising community in the region. It is not enough to rely on its successful custodianship of AdAsia and affiliation with AdFest or Media Forum.

The Jewel in the Crown

AdAsia is AFAA's shining jewel and the biannual event draws strength from the inspired input it gets from every new host country.

At the time of AdAsia's inception, forty or fifty years ago, information and knowledge were very hard to come by, It played a vital role in periodically updating the region on the future trends for the industry. Although industry information is accessible through other sources nowadays, AdAsia still provides a broad spectrum of information and knowledge, particularly for small agencies and publications that have less access to the latest technology.

In recent times it can be seen that AdAsia speakers tracked the marked shift in the media scene, e.g. the unbundling of media buying from the traditional full service agency system and the rapid evolution in digital and new media fields, which in turn has affected the traditional media scene. While the role of AdAsia as a forum remains constant, its contents are change continuously, serving the needs of the times.

Ultimately, AdAsia is more than a knowledge forum. It is an institution; a heritage and a meeting place. It is a regional venue for long-lost friends to meet as well as for new friendships to develop. It is a place for hard-working executives to get away from the daily grind for a few days to ponder and refocus on the future. Last, but not least it is a place to enjoy the evening functions,

organised by the hosts.

Speaking from personal experience as a regular participant of AdAsia (I have been to every single one of them since 1984), I confess that some of my most vivid memories are largely of the evening functions and the ambience of the different venues: the grandeur of Shalimar Gardens and Lahore Fort, the fantastic dances in Bali, the food and pageantry in Jaipur, to name but a few.

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This is not to belittle the rostrum of world class speakers. The main attraction of AdAsia is always the broad range of its speaking sessions, which I have devoured avidly over the years. Although I cannot tell you explicitly who spoke in the first session on the second day at AdAsia Singapore 2005, I believe that the knowledge received elegantly disappeared from the conscious and diffused into the subconscious, into one of those little drawers in Salvatore Dali's painting of his dreams. At least I tell myself that!

Delegates to AdAsia these days average around twelve hundred people, compared to just one hundred at the inaugural gathering in Tokyo in 1958. As an industry milestone, it is the oldest, most important and prestigious event of the region. As long as the host of each country strives to be better than the last and provides programmes that are relevant and well balanced, AdAsia will continue to thrive.

This year we are celebrating the very healthy fiftieth year of a well-attended and well-respected AdAsia. Mr. Hideo Yoshida and AFAA should be very proud of what it has become.



Bruce Cormack

• Australia

Recalling 30 years of AFAA and 50 years of AdAsia

Some reminiscences by Bruce Cormack, AdAsia delegate for Australia to Bangkok 1986, Lahore 1989, Kuala Lumpur 1990, Tokyo 1993, Bali 1995 and AFAA Council Member from 1987 to 1993 and Russell McLay, Australian delegate to Manila 1978, Singapore 1980, Tokyo 1993

In the rear view mirror, AdAsia has been a kaleidoscope of colour and personalities, of differences and unexpected similarities and of long-lasting friendships arising from a common faith in our communications industry.

With some notable exceptions the venues, the organisation and the accompanying hospitality survive the trial of time rather more than the subject matter of the conferences. While they were not a forum for learning new ground-breaking advertising practice, we met and heard from many of the global leaders of the day in industry and in politics.

The last decade has produced some of the most far reaching changes in our industry since the advent of television. The rate of change will vary from country to country but the impact of the new digital age will be felt by us all. It is to be hoped that there will be a role for AdAsia in helping the region to understand this phenomenon and in helping our individual businesses to engage it effectively – and profitably. Here are some thoughts from the authors and a few of their surviving colleagues.

Hong Kong 1964 was the site of the fourth AdAsia conference, although it quite possibly had

another title at that time (Asian Advertising Congress-editor). The prime mover and first host was Elma Kelly who had started the pioneering Cathay Advertising agency in Hong Kong and Shanghai some years earlier. The business was part advertising agency and part media representation but it was unique in Asia as a contemporary western-style advertising business which had grown from its own resources. The Cathay business was not flown in from another place.

Miss Kelly practised as an industrial chemist in China in the early 30's, before she moved into the advertising business with Cathay. She was interned in Hong Kong by the Japanese during World War 2. Returning to advertising she retained a broad vision for the industry through the region. She was uniquely positioned to support an industry-wide initiative such as AdAsia through her unmatched contacts through the region. It is believed she was strongly supported in her vision of a future AdAsia by Otto-san (?) of Dentsu and Jake Romero of San Miguel. She sold her business to George Patterson Australia in 1961, a business which was to evolve into Bates Asia. However Elma continued her enthusiasm for AdAsia supported by her new George Patterson Chairman, Keith Cousins, himself to become a future-shaping force in the region.

Jakarta 1976 was held in a brand new conference centre carved out of an old section of the city and not yet equipped with air conditioning when the AdAsia meeting started. The conference itself was opened by President Suharto of Indonesia, supported by a strong retinue from the military, the air force being particularly noticeable. Despite the very real conference problems caused by on-going construction of the new centre the

military stepped up and helped to run the conference with great efficiency and with a minimum of interference from outside distractions. Security is remembered as being first rate.

Manila in 1978 was the second of three AdAsia meetings in that city. It is remembered as one of the first functions held in another major new convention complex developed near the harbour. What is not generally known, let alone remembered, is that this particular AdAsia was rescued from financial disaster at the last minute by the generosity and prompt action of the Australian agency George Patterson, Dentsu of Japan and a third party. These people stepped in quietly to make sure the event happened – and it did. Again, the opening duties were performed by the head of state – at that time Madame Marcos.

Manila is also recalled as the occasion when delegates were tempted by a government-sponsored offer to purchase duty-free, a veritable fleet of new Mercedes cars. The Government would retain the right, for a specified time, to call on these cars to be used for short periods as official transport for major conferences. The buyer enjoyed a deep discount and a two year commitment to make the vehicle available. It was part of a government initiative to generate more international convention business. In the manner of such things the trail has gone cold, but there may still be some local beneficiaries of the big car deal. Or their heirs.

Singapore in 1980 was held before many of us had much experience in staging international meetings, both from a logistics point of view and a programme aspect. There is a strong memory of

two linked hotels, call the Mandarin, at the top of Orchard Road with a confusing and labyrinthine track between meeting rooms and hospitality centres in the two properties. The Singapore "Mandarin" had no connection with the Hong Kong Mandarin, a benchmark for the region in those early days, and left many delegates disappointed and dismayed. Raffles, even in its then un-rebuilt state was a preferred site for many delegates.

Singapore itself was far from the sophisticated advertising hub it is today, assuming the mantle of a regional hub for many companies. But even then, the efficiency of the local organisers was a stand-out for its time. Today we take such organisation, service and efficiency for granted, even in venues which fall a little short. And one should not forget the benign influence of the Straits Times group which provided a glue which held together disparate members of the fledgling advertising industry.

Bangkok in 1986 carried some logistical problems, with a conference venue away from the downtown area and the city itself in the throes of enormous growth in people, development and traffic - change which continues to this day. The hosts were gracious as ever and painstaking in smoothing over the differences which can emerge when disparate cultures gather together. While the speakers did well on their day, one of the strongest forces to emerge came from a few key country delegates who were to carry on for some years and provide the framework which held AFAA together. This enabled AdAsia to continue as a viable event.

There were strong contributions and representation from Malaysia and Singapore. From Thailand and Pakistan. A powerful group from Japan and an emerging strength from Indonesia. Australia too was active on a wide front. We have a habit of identifying social periods by name, these days; in hindsight the Bangkok AdAsia might be called the first of the "modern era" of AdAsia meetings, in the same way that the ground-breaking 1956 Melbourne Olympic Games won a "modern era" cachet for performance, presentation and outcome. AdAsia showed its purpose was serious and the support from the senior leadership became increasingly evident and visible. The great catalyst was the hospitality of our Thai friends who provided an embracing forum. I remember many of the individuals well, to this day. It is a tribute that many, such as Vinit, are still contributing in Thailand and in other AdAsia countries.

Lahore in 1989 was the next AdAsia venue and the first time we saw the development of what was to become a serious bidding process by countries to hold future meetings. Times had changed and our Pakistan AFFA delegate Javed Jabbar had become the Pakistan Minister for Communications! Political times were not easy but Javed brokered a de'tente and cooperation between the federal and state authorities. The result was a stunning conference —a variety of top speakers and spectacles which defied imagination and which could only happen with full national support.

One memorable on-stage performance was a creative speaker, Bryce Courtenay from the Sydney ad agency George Patterson Bates. Bryce was a flurry of movement, flinging off coat and tie and rolling up sleeves in a frenetic plea for more creativity in advertising. For days after, he attracted a rock star-style retinue of young believers clamouring for more. (One of the great initiatives of this and other AdAsia events was to allow young local delegates and students to fill the audience gaps at no charge, to expose them to the best minds in the business.) Bryce, on the other hand, was a little distracted because, in Lahore, he had just received first proofs of the dust jacket for his first novel The Power of One. It was the first of many, and Bryce now sells internationally in the millions.

We dined outdoors to tinkling fountains and ice sculptures, we lunched on the rolling lawns of the grand colonial style provincial Library, only steps away from a dedicated market of working artists and craftsmen and a dazzling array of colour and movement.

We dined on more acres of lawn at the original Governor's residence, still a seat of power, and were served impeccably (some hundreds of us) by dress-uniformed army personnel, being entertained the while by a large army band strategically positions on an artificial hill. One could imagine the hill as a viewing platform for the grassed area where we were dining —and hear the thundering hooves of polo ponies in another time.

After decades, the fabled Shalimar Gardens were opened for an informal meeting and refreshments –magically lit for the occasion by the generosity of Philips of Eindhoven. The senses were almost totally overwhelmed by the parade of singers, dancers and musicians, colourfully dressed in their own village styles, who danced through the paths and flowers and ponds of the

palace adjoining our high vantage point. There seemed to be thousands rather than hundreds in a swirl of colour and movement and music – a total assault on the senses. And we farewelled Lahore from a hill-top fort – surrounded by the culinary delicacies of provincial Pakistan and stunned by the night release of hundreds of colourful hot-air paper balloons, candle-powered and drifting into the starry night. To this day I do not know how we avoided burning down half the city of Lahore.

I am conscious that this AdAsia, at times, seems more tourist than professional conference. The professionalism was there –each day –with speakers treated like celebrities. But is was also one of the most concentrated, cultural impacts one could experience anywhere in the world –I believe the impact came not so much from the grand and impressive sights and venues –but from the impact of the people of Lahore, those with authority and duties, and those who sang and danced and talked about cricket.

Kuala Lumpur 1990 was hugely attended and formally opened by the King and by Prime Minister Mahatir. Several of the delegates were later fortunate enough to join His Majesty for morning tea, and an unusual insight into the development of Malaysia.

There was a growing sense of camaraderie among delegates from different countries who were now getting to know each other over a series of AdAsia conferences. This, of course, was spurred on by lobbying amongst delegates for votes for the venue of the next conference (actually, the conference after the next to allow preparation time). The lobbying was climaxed by onstage presentations from delegations from the

competing nations.

In a novel and spectacular move, the Malaysian hosts built a spectacular "village," for eating and entertainment, right in the centre of downtown, only minutes from the main conference venue and opposite the classic lines of the old Kuala Lumpur railway terminal. You could say that AdAsia literally spilled over on to the streets – and took them over in a huge, happy gathering.

Tokyo 1993 was run with great precision, and meticulous attention to timing and detail. The opening ceremony attended by the Crown Prince of Japan was accompanied by a stunning concerthall performance by a full symphony orchestra. This raised the bar and set a standard for the ensuing conference. The captains of Japanese industry attended along with the legends of the local – and international – advertising industry At the glamorous welcome party in the Imperial Hotel, delegates could meet the "names on the brands." (The author writes this still wearing a watch, presented later in the conference, by Mr Seiko.)

The conference rolled on with the smoothness of a Bullet Train. But behind the scenes there had been some turmoil at the AFAA meeting preceding the conference. Newly-joined delegates from the Peoples Republic of China were most anxious to be nominated to host the AdAsia after next, a venue which had been previously allocated to Australia. This caused tensions, and potentially some embarrassment to the hosts of the Tokyo conference and to the AFAA Chairman. The problem was resolved, as it usually was, within the AFAA Council. The Australian delegate offered to vacate their long allocated position as next

hosts, after Indonesia, in favour of the Peoples Republic of China, recognising the future importance in the region of this new recruit to AFAA. Accordingly the competing presentations for the honour of being next venue were cancelled and Australia publicly invited the Peoples Republic to take their position. The Japanese hosts, and the delegates in general, showed appreciation of this resolution.

Our hosts were outstanding in presenting a series of professional papers and also in orchestration a number of awards, on a trans-national basis, including the extraordinarily difficult task of arranging an international jury to judge a market research award. This author, as a jurist, was most impressed.

Bali 1995 was held at the conference centre at Nusa Dua, adjacent to several Sheraton Hotels, sparkling clear water and sunny skies - a true tropical masterpiece.

Yet it was somehow quite appropriate for then President Suharto to helicopter in to open AdAsia and to give delegates a light-hearted lesson in geography. Later, at morning tea, the author was able to ask the President if one of the 13,000 islands of Indonesia, he had spoken of, could be dedicated as a retirement home for old advertising people? The President laughed but did not say no. His Air Force aide did not seem amused.

The conference and the venue attracted a particularly outstanding programme presented by world leaders in advertising. Somehow Bali did not seem so far from London or New York.... The venue certainly contributed to a relaxed atmosphere and good inter-action between the dele-

gates. Setting up a moonlight picnic dinner on a remote, but nearby, headland did nothing to spoil the mood of the delegates! For this delegate, it was a memorable end to an extraordinary series of AdAsia conferences spread over a decade.

AFAA and AdAsia - a must place to joint.

Dear friends and colleagues,

With its mission, commitments and experiences, AFAA has made great contribution to the promoting of advertising standards and professional development in Asia and her membership associations through such Only One events such as: AdAsia, AdFest, A/P Media Forum, etc.

AFAA is also an ideal place for emerging advertising market and young local practitioner, communicators to learn and exchange precious experiences with world class leading advertising guru in Asia and around the world.

AFAA and its membership associations, partners such as TAAA, KFAA, Dentsu, AdFest, IAA°¶ have supported and donating many books, magazines, and advertising materials to the advertising library initiated by VietnamMarcom in Vietnam.

With this precious and generous supports, the professional development program initiated by VietnamMarcom and University of Economics (Hochiminh City) from April 2001 until now has provided the advertising training courses for more than 3,000 students and local practitioners for the Vietnam young advertising industry. The program is keep growing well with regular new launching other specializing modules such as: IMC, copywriting, creative communication, marketing, brand communication, event...

On the 30th anniversary of AFAA foundation and the 50th anniversary of AdAsia, it ® my

great pleasure to send our best regards and sincere thanks to all of AFAA leaders and members, who always give generous supports and true friendship to made our beliefs and mission come true.

Warmest regards and all best wishes,



Tran Hoang

► Vietnam

President
VietnamMarcom
(an individual member of AFAA)

A p p e n d i x

About the Writers

Dr. Pradeep Bhattarai / Nepal

Ramon Faustino L. Dolor II / Philippines

Raymond Kalaw Nacino / Philippines

Cynthia S. Jacinto / Philippines

Ramesh Narayan / India

Indra Abidin / Indonesia

Tanvir Kanji / United Arab Emirates

Japan Advertising Federation (JAF) / Japan

In Sup Shin / Korea

Dong Hyun Kim / Korea

Nantha Kumar / Malaysia

Eddie Chan / Singapore

Jonathon Chen / Taiwan

Cheng Tzu-leong, Ph.D. / Taiwan

Saravudh Anantachart, Ph.D. / Thailand

Wen Chunying, Ph.D. / China

Appendix

About the Writers



Dr. Pradeep Bhattarai Nepal

Dr. Pradeep Bhattarai, a multi-dimensional personality with a deep knowledge of Nepalese advertising industry in ground reality has a long experience in advertising in Nepal. He has been involved in this sector since last 15 years in the position of senior most executives in execution as well as creative in different advertising agencies.

Schooling in mass communication and specializing in "Socio-cultural effects of Cinema in South Asia" he has contributed a lot as an opinion-maker in favor of competitive Nepalese advertising industry and as a university teacher of Advertising and Public Relations, he has played a significant role in human resource development in this sector.

He has been involved in the development process of AAN since its journey begun and played a significant role to draft country's first advertising policy paper, a progressive guideline of its kind to breakthrough the Nepalese advertising up to the mark.



Ramon Faustino
L. Dolor II

Philippines



Raymond Kalaw Nacino

Philippines

Cynthia S. Jacinto
Philippines

Ramon Faustino L. Dolor II, aka Beting Laygo Dolor, is a veteran newspaperman. He is presently managing editor of MAXIM Philippines, managing editor of Prime Asia, and contributing editor of Philippine News.

He was previously editor-in-chief of Inquirer's Bandera and worked in the US as managing editor of Philippine News based in San Francisco, CA. Before that, he was managing editor of Manila Standard. He had a lengthy stint in BusinessWorld as senior reporter and section editor. He also had a two-year stint as business sub-editor in Gulf News based in Dubai. He began his journalism career as columnist for the Sunday Times Magazine.

Beting has won awards in investigative journalism, including a fellowship from the East-West Center in Honolulu, the JV Ongpin Awards, and the Economic Journalists of the Philippines. He was also cited as outstanding media practitioner by his alma mater, De La Salle University. Beting has completed his first novel, part of a trilogy.

Raymond Kalaw Nacino, aka Emon Nacino is the Coordinator for Industry Development, External Affairs and International Relations Committee of the Advertising Board of the Philippines (ADBOARD). Emon has been in the service of the advertising industry for five years now and has significantly helped managed industry events and special projects of the ADBOARD such as the Philippine Advertising Congress, ARAW Values Advertising Awards, Cannes Lions in Manila and ADUKASYON Student Advertising Training Program, among others.

Emon graduated Cum Laude from the Polytechnic University of the Philippines with a degree on Advertising & Public Relations in 2002 and is currently taking his MBA unit.

Unfortunately, we were not able to get any information and photo of Cynthia Jacinto. She was with Patalastas - The Official Publication of the Association of Accredited Advertising Agencies of the Philippines, August, 1984.



Ramesh Narayan India



Indra Abidin
▶Indonesia

Writer, columnist, photographer, entrepreneur, advertising professional. Ramesh Narayan is all of these.

In 1983 he founded Canco Advertising Pvt.Ltd. an agency that was to be known for its penchant for professionalism. Ramesh Narayan has been the President of the Advertising Agencies Association of India Club and President of the Advertising Club Bombay. He has served on the Board of the Audit Bureau of Circulations, National Readership Survey Council and the India Chapter of the International Advertising Association. His columns on advertising and marketing appear in several leading newspapers and magazines.

Since 1974 active in the organization development of the advertising industry in Indonesia regionally and worldwide. He has climbed the ladder of the advertising organization from Secretary General Indonesian Advertising Agencies Association/Persatuan Perusahaan Periklanan Indonesia/PPPI to the Chairman of Indonesian Advertising Agencies.

Founding Member of The Indonesian Advertising Council/komisi Periklanan Indonesia in 1978.

1981 Chairman of the National Convention establishing The Code of Ethics&Code of Practice.

1982 First Advertising Practitioner as Member of the Indonesian Press Council/Dewan Pers.

Actively Advocator for the Advertising Laws. 1993 Founding Member of the Indonesian school of Advertising/Institute of Marketing & Communications Technology.

1993 Founding Chairman of The Uni Sadhu Guna Joint Venture with University University of New South Wales and Monash University.

1995 Acquired The British Institute, language School as part of The Uni Sadhu Guna.

Founding member of Asian Federation of Advertising Associations /AFAA.

Joined International Advertising Association in 1992

President Indonesia Chapter 1992-1994.

1997 Received The AFAA award for Recognition of Service.

1998 Founding Steering Committee Member of Asia Pacific Advertising Festival, Pattaya Thailand.

2005 Founding Steering Committee Member of Asia Pacific Media



Tanvir Kanji ▶United Arab Emirates

Forum Bali.

2006 Elected as Senior Vice President International Advertising Association, World President Elect 2008-2010.

Tanvir Kanji heads the Inca Tanvir consortium of Advertising, Public Relations, Media and Internet companies headquartered in Dubai and Sharjah (United Arab Emirates).

He was a founding member of the United Arab Emirates Chapter of the International Advertising Association in 1979 and was its President till November 2006. Under his stewardship the UAE Chapter emerged as the most active and the largest Chapter in the world. The Chapter is the recipient of the Golden Tulip Award for Excellence, twice.

He was on the Organizing Committee of "Dubai 2006" - the 40th IAA World Congress, held in March 2006. The Congress was billed as the most successful Advertising Congress ever anywhere.

He also had the responsibility of chairing the IAA Awards Committee (2006). He represents the IAA-UAE in the Asian Federation of Advertising Associations (AFAA).

Awarded the 'Medal of Merit' in 2006 by the IAA for meritorious service to the Advertising Industry.

He was instrumental in forging a joint venture with the International Advertising Festival - organizers of the Cannes Advertising Festival - and the IAA to stage the Dubai Lynx Awards in March 2007.

The group's flagship company Inca Tanvir Advertising, has been successfully operating in the Gulf region for over 30 years, with a stable of local, regional and international accounts (www.incatanvir.com).

Media Seen represents several prestigious Media for the Gulf and Middle East region (www.mediaseen.com).

The group own www.nri-worldwide.com - a dedicated portal for Non-Resident Indians (NRI). The portal has won several awards in the Community Service Category internationally and has become the voice of NRIs worldwide (contact@nri-worldwide.com).

A native of Mumbai, India, Kanji relocated to Dubai/Sharjah (UAE) in 1976 and has since been living there.

Group URL: www.incagroup.biz



Japan Advertising Federation (JAF)

Japan

The Japan Advertising Federation (JAF) is the representative member association of AFAA in Japan. JAF is responsible for all the materials presented here and reserves copyright.

Japan Advertising Federation (JAF)
Established: October 20, 1953
Members: Advertisers, Media, Agencies and related companies
Address: 7F Dentsu-Ginza Bldg., 7-4-17 Ginza, Chuo-ku, Tokyo, 104-0061
Tel: 03-3569-3566 Fax: 03-3572-5733



In Sup Shin ▶Korea

Professor In Sup Shin's career in advertising covers over 40 years. He was the secretary-general for the 14th Asian Advertising Congress (AdAsia) in 1984 and the 35th IAA World Advertising Congress in 1996 held in Korea.

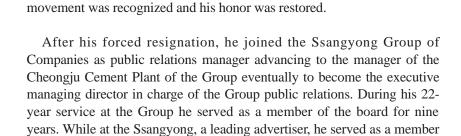
He wrote some 20 books on advertising and public relations ranging from copywriting, introduction to advertising, media and agency. He coauthored Advertising in Korea, the only English-language book on the development of advertising in Korea in addition to two books on advertising in Japan and China. His landmark book, History of Advertising in Korea, is now a classic which is a culmination of his 40-year-long experiences media, advertiser and advertising agency.

Fondly called the "Grand Dad of Korean Advertising", he says he is "actively retired".

Address: Room 401, Hayanjip 105-15 Sangdo 5-dong, Dongjak-ku Seoul, Korea 156-035 Telephone (Mobile): 82 19 229 1329 e-mail: insshin@freechal.com



Dong Hyun Kim ▶Korea



of the steering committee and self-regulatory committee of the Korea

Mr. Dong Hyun Kim started his journalist career at the Dong-A Ilbo in

1969. He was forced to resign after six years for his fight against press policy of the military regime. In 2001, however, his fight for democratic

In 2002 Mr. Kim was appointed as the vice chairman of the Korea Federation of Advertising Associations and is in charge of Advertising Development Committee, Press Advertising Ethic Committee and Advertising Competition for University Students among other duties.

He was decorated with the Order of Chultap Industrial Award of the Korean government in 1995. He authored two books, New Nomads of the 21st Century and Free Press.

Address: 410 Jeokseon Bldg.
80 Jeokseon-dong, Jongno-gu,
Seoul, Korea 110-756
Telephone: 822 733 1201
Fax: 822 722 4288
e-mail: dhkim@ad.co.kr

Advertisers Association.



Nantha Kumar ▶Malaysia

Nantha Kumar. Prior to his leap into freelance journalism, the writer covered media industry issues during his six year tenure at The Star. He also currently serves as the Marketing Manager (Creative) of Mehla Arts Sdn Bhd, which specialises in the event and multimedia content sectors.



Eddie Chan
Singapore

In 1957, Eddie Chan started a career in advertising which spans almost 50 years. He had worked for about two decades with international advertising agencies including Ogilvy & Mather before setting up his own agency.

During this time he had continuously served the local advertising industry including 3 terms as President of the 4As and 3 years as ASAS Chairman in the 80's. Eddie had been honoured by the SAA with the 'Max Lewis' Gold Medal Award for lasting contributions to the advertising industry as well as the 4As with the 'Excellence Award' and by CASE with ASAS Gold Medal Award for long service. In 1965, he graduated from College of Distribution of Trades with a Communication, Advertising & Marketing (CAM) Diploma in London and subsequently served as an examiner for the professional final examinations in Singapore.

In 2001, Eddie as Vice Chairman joined Mr. Yong Poh Shin, Chairman of ADASIA 05 Bid Committee and went to Taipei to help secure the bid for Singapore. Last year Eddie as 4As Executive Director and SAA Administrator was a member of the ADASIA 05 main committee as well as served in numerous sub committees, marketing and promotion, finance and hospitality. He found the experience both challenging as well as satisfying as it was the most successful ADASIA congress to date. Indeed he is a true adman in all his adult life.

Address: 279 Holland Road Singapore 278620 Telephone: 65 6464 6275 Fax: 65 6464 6275

Fax: 65 6464 6275 e-mail: eddchan@singnet.com.sg



Jonathon Chen
▶Taiwan

The Secretary General of the Steering Committee of AdASIA 2001 TAIPEI.

Presently the Deputy Regional Director of Greater China Region, Beijing Dentsu who was the COO of United Asatsu and Managing Director of United Advertising Co. in Taiwan for years.



Cheng Tzu-leong, Ph.D.

Taiwan

Professor, Department of Advertising, National Chengchi University in Taipei..

Chairman, Broadcasting Development Fund (sponsored by Taiwan Government)

General Editor, Advertising Yearbook of Taiwan

The author of

"Strategies of Election Campaign" (1992)

"Political Advertising" (1995)

"Advertising Management" (2001)

"Election Campaign Communication in Taiwan" (2004)

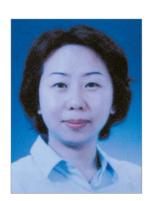
"Marketing of Cultural Industries" (2001)

"Branding Taiwan: An Overview of the GIO's International Advertisements" (2007)



Saravudh
Anantachart,
Ph.D.

Thailand



Wen Chunying, Ph.D.

China

Saravudh Anantachart is currently an Associate Professor and Head of the Advertising Sequence in the Faculty of Communication Arts, Chulalongkorn University, Bangkok, Thailand. He holds a B.A. in Advertising (first class honors) from Thammasat University and B.Com.Arts in Public Relations from Sukhothai Thammathirat Open University, Thailand. His M.B.A. in Marketing was from Chulalongkorn University's Graduate School of Business. From the University of Florida, Gainesville, USA, he received an M.A.M.C. in Advertising (with distinction) and Ph.D. in Mass Communication/Advertising. His work was presented at the conferences/conventions of the American Academy of Advertising (AAA); Association for the Education in Journalism and Mass Communication (AEJMC); Association for Consumer Research (ACR); International Communication Association (ICA); Florida Communication Association (FCA); and International Academy of Business Disciplines (IABD).

Some of his publications can be found in the Journal of Promotion Management, Business Research Yearbook, Advances in Asia-Pacific Consumer Research, Proceedings of the Conference of the American Academy of Advertising, Proceedings of the Asia-Pacific Conference of the American Academy of Advertising, and Thailand's Journal of Communication Arts.

Wen Chunying is an associate professor at the College of Advertising, Communication University of China, Beijing.

After her BA degree in the Department of Library Science (now Dept. of Information Management), Heilongjiang University, she received her Ph.D. at the Department of Communications, Seoul National University, South Korea. Her primary interest is in the study of the history of advertising in China, Korea and the West. Trilingual(Chinese, Korean, English) she frequently contributes her articles in the academic journals published in Korea. Her latest book is Advertising in China (in Korean language) coauthored with a noted Korean scholar In Sup Shin.

Liu pengzhe also contributed to the article on China.

Address: Department of Advertising, Communication University of China, Dingfuzhuang East Street, Chaoyang District, Beijing 100024, China e-mail: astrowen99@yahoo.com.cn