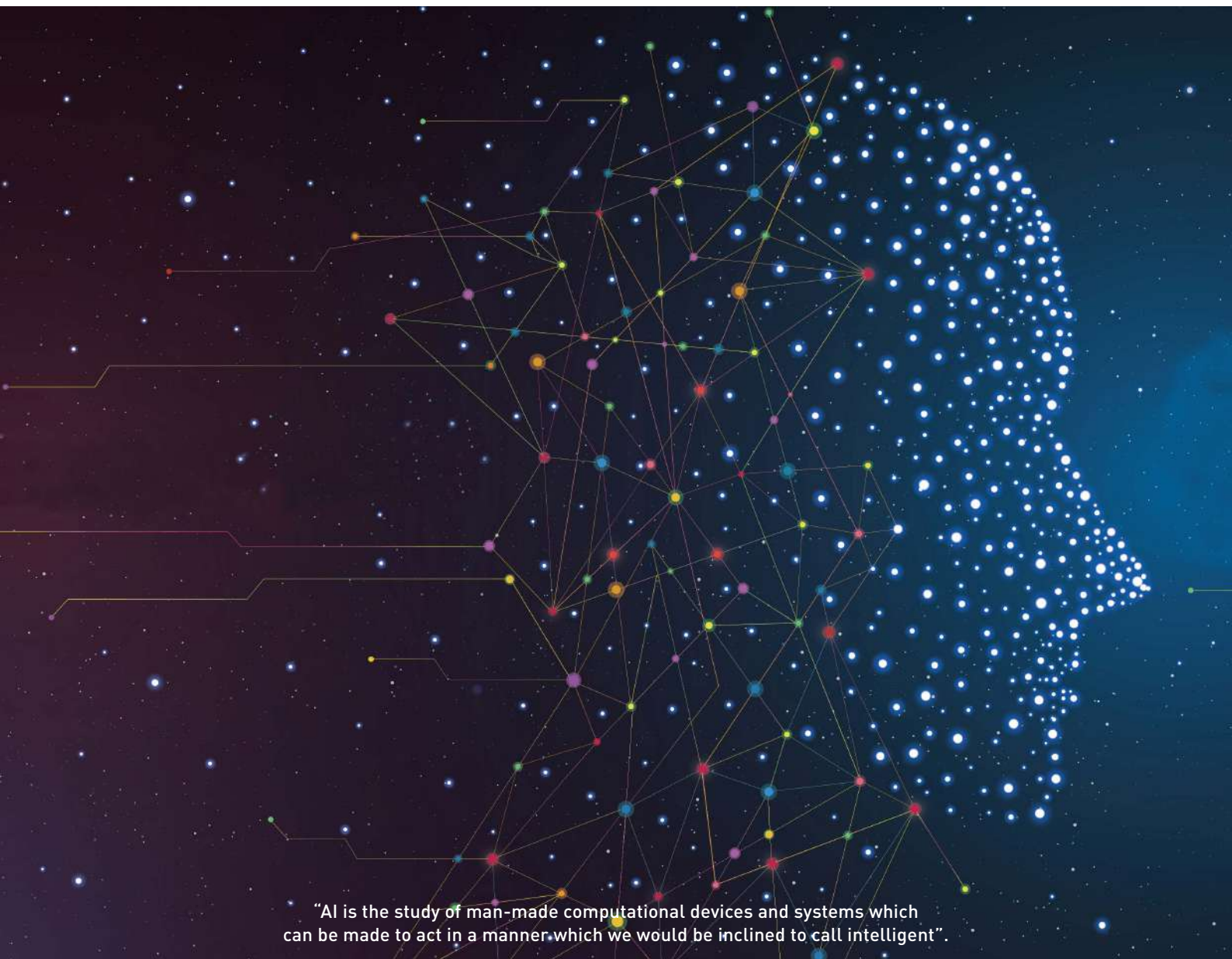


Annual Report 2018



"AI is the study of man-made computational devices and systems which can be made to act in a manner which we would be inclined to call intelligent".

afaa | ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

GABUNGAN PERSATUAN - PERSATUAN PENGIKLAMAN ASIA
PPM-020-14-30052017

Secretariat office:

2-96, Jalan Prima SG 3/2, Taman Prima Sri Gombak, 68100 Batu Caves, Selangor, Malaysia.
Tel: 603-61868066 | Fax: 603-61862066

ABOUT AFAA

Asian Federation of Advertising Associations (AFAA)

Founded in 1978, AFAA has representations in 20 Asian locations (Japan, Korea, Taipei, Thailand, Vietnam, Malaysia, Indonesia, Bangladesh, India, Nepal, Pakistan, USA, Hong Kong, Macau and China). Its primary objectives are to unify all Asian associations involved in the various aspects of advertising and upgrade the standards, ethics, and practices of advertising and to bring about a meaningful contribution from advertising activities to both regional and national socio-economic development. Under its auspices, AdAsia (biennially), DigiAsia (biennially), and the AFAA FASTTRACK, a professional training programme (annually) are held.

AFAA OBJECTIVE

- To unify all Asian associations involved in the various aspects of advertising as a profession and as a business.
- To upgrade standards, ethics and practices of advertising and thus bring about a more meaningful contribution from advertising and other related activities to both regional and national socio-economic development.
- To contribute programs to secure a better understanding of advertising and its functions in our respective countries.
- To take all steps to undertake, improve, systematize and co-ordinate manpower development programs in the region.
- To centralise data and information relating to advertising and marketing on a regional basis.
- To set up the necessary mechanism for future Asian advertising congresses.
- To assist in the development/implementation of socially / economically oriented (public service) programs on a national or regional basis.
- To foster self-regulation.
- To devise and implement education programs explaining the social and economic aspects of advertising.



CHAIRMAN'S MESSAGE

Raymond So

Message and review of activities of Asian Federation Of Advertising Associations

AFAA continued our development strategy in 2018 and achieved our set objectives with very satisfactory results. The focus for 2018 was to continue raising AFAA awareness and presence in the region, building an image of the leading Asian industry body. We wanted to enlarge AFAA Geographic representation and provide stronger support to promote current AFAA regional events to make them influential.

We completed our registration procedures and established AFAA officially as a Malaysian organization. The registration started a new page in AFAA history which facilitates some structural changes. Mr. James Selva took over from Mr. J Matthews as Secretary of AFAA based in Malaysia. On behalf of all AFAA members, I would like to thank Mr. Matthews for his service and welcome Mr. James Selva to the Executive Committee. On membership development, the MCom Communication Group of Pakistan joined as Corporate Member and Tanvir Kanji joined as Individual Member. There are still challenges in our membership development and we'll continue our expansion program in 2019.

We have also taken a more active role in participation of our local member events, including the Olive Crown Creative Award in India, the ECI Award in China, The Macau Innovation Festival, and Leaders in Islamabad Business Summit. We have successfully raised the AFAA profile in the countries we visited and provide endorsement to the local events organized by our members.

AFAA continued our commitment in Asian talent development and conducted our FastTrack talent development program in KL Malaysia with over 30 participants from many Asian countries. FastTrack had been very successful and well-praised by our members as it helped to unleash the potential of their young managers and promoted loyalty in their career. We

are going to continue this program and make it available to members as special local training upon request.

The highlight of 2018 is the third DigiAsia held in Taipei. The theme was set at Artificial Intelligence. Over the three days, the impact of AI on business, creativity and media was discussed. This year DigiAsia cooperated with Meet Taipei, the largest start-up and innovation festival in Taiwan. There were over 70,000 visitors to the event. Free registration was offered to all AFAA members as a key membership benefit. Over 160 delegates from overseas attended DigiAsia and everyone enjoyed the insightful sharing from industry leading speakers. This new format had brought new experience and insight to DigiAsia.

During our General Body meeting in Taipei, we made a major decision on our Corporate Membership structure. The new constitution changes on the role, duty and rights of Corporate Members were discussed and approved. Under the new constitution, AFAA will expand the number of Corporate Members and enhance the participation of Corporate Members. A new Corporate Member representative will be added to the Executive Committee with special focus on creating better membership values for Corporate Members.

On behalf of the AFAA Executive Committee, I would like to thank all our friends and partners for their continual support. Thank you for your confidence in us and we'll continue to service our members and build the AFAA leadership in Asia. We have many new plans for 2019 and sincerely hope to share good news of these initiatives with our members and friends as soon as possible.

Viva Advertising!

Sincerely yours,
Raymond So
Chairman, Asian Federation of Advertising Associations

AFAA EXCOM MEMBERS



CHAIRMAN
Raymond So
Taipei Association of
Advertising Agencies



Vice Chairman
Srinivasan K. Swamy
Advertising Council of India



Chief Strategy Officer
Ramesh Narayan
Advertising Council of India



Chief Revenue Officer
Lee Soon Dong
Korea Federation of
Advertising Associations



Chief Knowledge Officer
Bharat Avalani
Connecting Dots Consultancy



Chief Marketing Officer
Harris Thajeb
Komisi Periklanan Indonesia



**Immediate Past
Chairman & Advisor**
Pradeep Guha
Advertising Council of India



Secretary
James Selva
Asian Federation Of
Advertising Associations



REGULAR MEMBERS

Advertising Council of India

c/o Advertising Agencies Association of India (AAAI)

B-502, Marathon Futurex,
N M Joshi Marg, Lower Parel
Mumbai 400013, India

Srinivasan K Swamy - AFAA Vice Chairman
Pradeep Guha
Ramesh Narayan

Vietnam Advertising Association

Unit 606, 6th Floor, Savina Building
1 Dinh Le, Hoan Kiem, Ha No
Vietnam

Dinh Quang Ngu - President
Ngu Quang Dinh
Son Truong Nguyen

Pakistan Advertising Association

Plot No: St 4, Block -3, Gulshan Flyover, Opp: T.O.Clinic
Rashid Minhas Road, Gulshan-e-Ibal, 75300 Karachi

Ali Mandriwalla - Chairman
Sohail Kisat - Senior Vice Chairman
Numan N. Ahmad - Vice Chairma
Tariq Rasheed - Secretary general

Dewan Periklanan Indonesia

Jl.Raya Fatmawati No.15H, Kebayoran Baru
12140 Jakarta Selatan, Indonesia

Janoë Ariijantu - Chairman
RTS Masli - Executiv Director
Maya Watono

Japan Advertising Federation

7-4-17, Ginza Chuo-Ku,104-0061 Tokyo, Japan

Yukiyasu Nagasaki - Executive Director
Yoshihiro Nakai - Director (Secretary General)

Korea Federaion of Advertising Associations

9F, Korea Advertising Culture Center Bldg
137, Olympic-ro 35-gil
Songpa-gu, Seoul 05510 South Korea.

Lee Soon Dong - Chairman
Seung Jin Choi - Secretary General

Taipei Association of Advertising Agencies

21f, 161 SongDe Rd,110 Taipei

Evan Teng - Chairman
Jonathon Chen
Raymond So - AFAA Chairman



REGULAR MEMBERS

The Advertising Association of Thailand
12/14, Prachaniwet 1 Road, Lardyao, Chatuchak
10900, Bangkok, Thailand

Ms. On-Usa Lamliengpol - Chairman

The Association of Advertising Agents of Macau
Avenida Praia Grande, No. 10 369-371 EDF
Keng Ou 16 Andar D, Macau

Keyvin Bi - Vice Chairman
Mango Mok - Office of Secretary

**Association of Advertising
Agents of Bangladesh**

Ramendu Majumder - President
Ms. Geetara Safiya Chodhury
Farhan Nazim Choudhury
Robin Duta - Office Secretary of AAAB

Advertising Association of Nepal
Siddhicharan Marga, Shantinagar
Kathmandu, P.O. Box 8944, Nepal

Rabindra Kumar Rijal - President
Santosh Shreshta - Immediate past President
Raju Kuinkel - Gen. Secretary
Arjun Mohan Bhattarai - Executive Director - AAN

China Advertising Association of Commerce
Honglingjin Park, No. 5, Hou Balizhuang
Chao Yang District, Beijing, China 100025

Wang Xin - Vice President & Secretary General

**Hong Kong Association of
Interactive Marketing Ltd**
Unit 805, 8/F, Westley Square,
48 Hoi Yen Road, Kwun Tong
Hong Kong

Ralph Szeto - Chairman

Asian American Advertising Federation
6230 Wilshire Blvd, Suite # 1216, Los Angeles,
CA 90048, USA

Jay Kim



CORPORATE MEMBERS

Dentsu Inc
1-8-1, Higashi-Shimbashu Minato-ku
105-7001 Tokyo, Japan

Tadashi Ishii - Chairman
Ms Seiko Yamazaki - Director
Yoshiharu Isomura - Senior Manager

Hakuhodo Inc
Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku
Tokyo 107-6322, Japan

Shuntaro Ito
Keita Fujii
Kunio Eto
Haruko Tani Mura

Jang Media Group
Al-Rahman Building, 1.1 Chandrigar Road
Karachi, Pakistan

Sarmad Ali

M. Communication (Pvt) Ltd
22 A, Main Nazimuddin Road
F-7/1 Islambed, Pakistan

Sohail Kisat

INDIVIDUAL MEMBERS

Adcomm Limited
11- Love Road (3rd Floor), Tejgaon 1/A
1208 Dhaka, Bangladesh

Mrs Geeteara Safiya Choudhury

Founder & CEO - Connecting Dots Consultancy
126, SS 21/31, Damansara Utama,
47400 Petaling Jaya, Malaysia

Bharat Avalani

Vietnam Marcom Academy
8B, Nguyen Trung Truc St.
District 1, Ho Chi Minh City
Vietnam

Tran Hoang

International Media Network Nepal Pvt Ltd
APAC House, Singha Durbar Baidhyakhana Road
Anam Nagar, Kathmandu, Nepal

Ravin Lama

Outreach Nepal Pvt Ltd
Jwagal, Kupondole Lalitpur, Nepal

Shakya Ujaya

Inca Tanvir Advertising Llc
244B, Al Wanba Street
P.O.Box 5320, Sharjah, UAE

Tanvir Kanji



ASSOCIATE MEMBERS

ECI Awards

Room 1703, Building No.15, West Jianwai SOHO
39, Dongsanhuan Road, Chaoyang District
Beijing, China

Dr. Owen Jia

AFFLIATE MEMBERS

Association of Communication
Agencies of Mauritius

Bineswar Sookloll

HONORARY MEMBERS

Sonyon Communications Inc.

Paradise Building,186-210 Changchung-Dong, Chung Ku
100-392, Seoul, South Korea

Senyon Kim

Advertising Council of India

c/o Advertising Agencies association of India (AAAI)
35 Maker Tower 'F' 3rd Floor, Cuffee Parade
400 005 Mumbai, India

Guotam Rakshit

Counselor, Dentsu (Taiwan) Inc

13F, 68 Sec 3 Nanking E Rd
10489 Taipei,Taiwan

Longmen Hu

Royal Selangor (S) Pte Ltd

River Valley Road, 01-01 Clarke Quay,179020 Singapore

Yong Poh Shin

Ancom Berhad,

2A, Jalan 13/2, Seksyen 13, 46200 Petaling Jaya, Malaysia

Peter A. Das

Jakarta,Indonesia

Late Indra Abidin

Japan

Shuzo Ishikawa

Thailand

Vinit Suraphongchai

Progress Report 2018



afaa | ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

GABUNGAN PERSATUAN - PERSATUAN PENGIKLANAN ASIA
PPM-020-14-30052017



Chairman's Report By Raymond So

AFAA Development Strategy

To reinforce the AFAA Development Strategy which are:

- Raise awareness and presence of AFAA in the region.
- Build AFAA image as a leading industry body in Asia.
- Enlarge AFAA geographic representation.
- Provide member involvement by organizing AFAA events at member countries that will address local industry needs or provide new professional insights.
- Explore new revenue source to support AFAA activities.

AFAA Organization Changes

AFAA is officially registered in Malaysia and the appointment of Mr. James Selva as the new AFAA Secretary upon the retirement of Mr. J. Matthews.

AFAA Geographic Representation.

The geographic representation of AFAA has seen improvement to

Regular member : Asian American Advertising Federation (3AF) was upgraded to a Regular member from Associate Member.

New Corporate Member : M. Communication (Pvt) Ltd , Pakistan was admitted as the Corporate member of AFAA. With this new admission as a Corporate member, AFAA have a total of four (4) Corporate members in its membership list.

New Individual Member : Mr. Tanvir Kanji of Inca Tanvir advertising LLC of UAE have been admitted to be AFAA's new individual member and that brings to six (6) individual members to AFAA.

AFAA Development Strategy

To reinforce the AFAA Development Strategy which are:

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- Enlarge AFAA geographic representation.
- Provide member involvement by organizing AFAA events at member countries that will address local industry needs or provide new professional insights.
- Explore new revenue source to support AFAA activities.

Enhanced AFAA Industry Leadership

The Enhanced AFAA Industry Leadership activities :

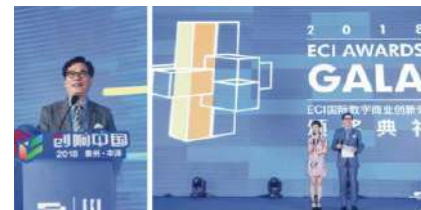
AdAsia Bali 2017 - One of the most successful AdAsia held in Bali, Indonesia.

ADSTARS 2018, Busan, South Korea - Started with AFAA in 2017. Had a good speaker from ADK Tokyo, Mr Takafumi Takano.

Honor @ ADSTARS - Received International Life Time Achievement Awards at this event from the Mayor of Busan City.

FastTrack - A successful education event hosted by AFAA Knowledge centre and projected to grow in its attendance from members' countries.

ECI Festival - Attended the ECI awards in China and requested more AFAA members to participate in this festival in the coming years.



Raise AFAA Awareness and Image

Macau Innovation Festival (MIF) - Attended the MIF and took the opportunity to promote DigiAsia 2018 Taipei, Taiwan to the attendance.

Leaders in Islambad- A Business summit held in Islamabad, Pakistan. Had the opportunity to market AFAA to the attendance and a good platform for networking among PMEB target.

AdAsia Lahore 2019 Site Visit- Together with Mr. Bharat Avalani, visited the proposed site for AdAsia Lahore with the organizing committee members of Pakistan Advertising Association and was given a tour of the place.

AdAsia Macau 2021- Held a preliminary working session meeting with Organizing team of AdAsia Macau & to gauge the progress of the event in Macau and it was a fruitful meeting.

IAA Champion Award-AFAA Was awarded by IAA for excellence in leadership, vision and distinguished services contributed to IAA and to advancing marketing communication worldwide.



Macau Innovation Festival



AdAsia Macau 2021



AdAsia Lahore 2019



IAA Champion Award

Continue membership development

Corporate Membership drive with proposed amendment to AFAA Constitution to entice new Corporate membership to AFAA.

AFAA Website upgrade and knowledge sharing as a strategy to promote AFAA globally.

ADSTARS Creative Roadshows- As showcase for creative to brand their client's brand and their creative agencies in the market place. Suggested roadshow / seminar on the awards winners to AFAA members.

CEO Leadership Visit - Proposed CEO Leadership visit in 2019 by CAAC. Having a tour to Beijing Corporate companies with a follow up lecture and an opportunity to interact with CEO of China by AFAA members. This will add value to Regular & Corporate AFAA members.

Youth Leadership Forum-webinars - Reborn programme to be kick start in 1st quarter of 2019 by Mr.Ramesh Narayan. Members to suggest new ideas for AFAA consideration

AFAA Membership Development

Attention drawn on AFAA members on the membership development as seen below:

Regular Members

To source for new replacement in these market and to revitalize Malaysia, Singapore and Philippines. To look for new prospects in market like Turkey, Sri Lanka. Middle East, Indo China, Australia, New Zealand.

Associate Members

Identify local events that is keen to join as Associate member of AFAA which will provide them good brand association.

Affiliate Members

Identify third world countries in Indo China to give them an Affiliate membership to AFAA which will expose them the world of marketing communication in Asia.

OTHER CO-OPERATION

On the subject of other co-operation which covers Macau Global Tourism Economic Forum and CEO Visit (China) for AFAA member’s benefits and review.

Macao Global Tourism Economic Forum (MGTEC)

Established in 2012, MGTEC is now the leading global tourism platform where world leaders and tourism ministers, global CEOs, business leaders, academia and tourism stakeholders come together to discuss how different industries can capitalize on tourism development and contribute to economic growth.

Under the theme of “Strategic Partnership in a New Era, Rising Momentum for a Shared Future,” MGTEC 2018 featured a 2.5 –days program of keynote and panel sessions, workshops, opening ceremony, gala dinner, networking and cultural activities, to drive high-level dialogues on increasing tourism flows between China and Europe.

MGTEC attracts about 2,000 participants, attended by the CEO of Macao Tourism Board. The event looks like a government program with poor quality of presentation which is done annually around Sept/ Oct.

MGTEC requested AFAA to assist and hope to secure an assignment for AFAA which will provide new source of revenue.



CEO Visit (China) By Leslie Yao of CAAC.

CEOs Visit is aimed at CEO for Asian companies managing advertising agencies, media owners and advertisers. The visit is schedule in June 2019, 5-6 days trip in Beijing, China. Will arrange 4-5 world’s leading digital technology enterprises for visiting such as Baidu, Tencent, JD.com, Neteast, Weibo and others. AFAA members will be notify thru the Secretariat





AFAA Communication Plan By James Selva

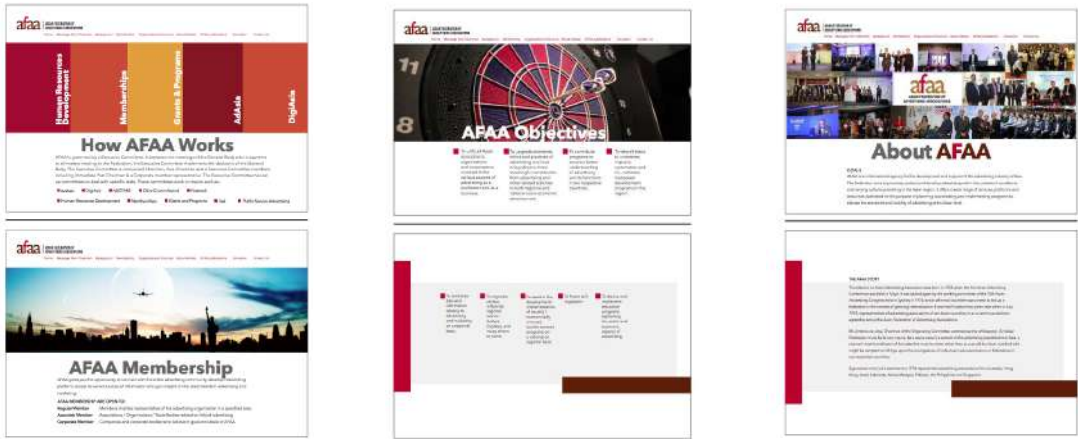
The AFAA Communication plan and strategies to build AFAA 's image with:
Proposed new website design to replace the current design with added features on AFAA's activities and updates.

Proposal : AFAA ADEX

AFAA as the regional Association in Asia, need to showcase its activities by members from varies countries. Adex reporting will be useful tool & data for Asian marketing communication community and AFAA dismantling of advertising revenue will be useful for its image. It is known facts that Google will be happy to draw its audience who are looking for Adex data in Asia to AFAA website and in turn AFAA get promoted globally without to invest in promotional budget. To kick start, it was requested that AFAA members provide these data or get our Corporate Members like Dentsu to assist in this requirement.

Proposal : NEWS REPORTING

With revamp of AFAA website, all AFAA members will be hyperlink to their own website and AFAA can feature any movement in the Association management for members' knowledge besides promoting all AFAA brand's events like AdAsia, DigiAsia, ADSTARS and Olive Crown Award.





DigiAsia 2018 Report By Evan Teng

Launched in 2014, DigiAsia is a biannual digital congress planned by Taipei Association of Advertising Agencies (TAA) under the commission of AFAA. This year, in partnership with Meet Taipei Startup Festival, the largest event of its kind in Asia, the three-day congress feature dozens of insightful keynote addresses by internationally renowned experts, exhibitions of 300 local startups & companies, 100 global startup. Among many other programs- all taking place at the Taipei Expo Park.





AdAsia 2019 Lahore, Pakistan By Sarmad Ali

The progress report of AdAsia 2019 Lahore which will be held on the 3rd Dec – 5th Dec 2019.

AdAsia Logo

It is inspired by Pakistan art form of calligraphy and making shapes of animal and birds with letter forms. The colors are inspired from the traditional Pakistani truck art.

AdAsia Lahore Theme

“CELEBRASIAN” – The theme of AdAsia 2019 celebrates the growth of the advertising & marketing in Asia over the years and how it will emerge from the fourth industrial revolution. AdAsia 2019 will also focus on the changing face of Asia, which is creative, open, modern and vibrant. With diverse cultures working together towards technological advancements, Asia is now the new hub of creativity and innovation.

Venue: Expo Center, Lahore spread across 4,000 sq meter with full capacity of 1,500 pax. It consists of auditorium, foyer and 4 massive halls.

Core Committee Members are:

Sarmad Ali, Ali Mandviwala, Sohail Kisat, Jawal Humayun, Waqar Haidri

And supported by the Government of Pakistan & Punjab, Lahore Walled City Authority, Pakistan National Council of the Arts and Punjab Council of Arts. He highlighted the sub- committee members for AdAsia 2019.

AdAsia Attendance - Targeting about 800-1000 delegates from Pakistan and abroad.

Sponsorship - Have secured sponsors from Bahria Town, Hakuodo, Coke, Dentsu and Macao AdAsia 2021 for lunch and dinner. Requested AFAA to assist in the sponsorship from regional players.

Food & Beverage - Beside lunch daily at the conference venue, dinner will be held at: Day 1 @ Shalimar Garden, Day 2 @ Governor House, Day 3 @ Lahore Ford.





AdAsia 2021 Macao By Keyvin Bi



AdAsia 2021 Macau is hosted by The Association of Advertising Agents of Macau and with its committee members formed for this event and encompass Meeting, Conference, Exhibition and Shows

The date of the event will be on the 7th- 9th Dec 2021 at the Macau - MGM Cotai Hotel which can hold 2,000 people and have a supersized LED screen.

The theme of AdAsia Macau is "Futuretopia: A Journey of Creativity" The event activities include Macau Light Show and AdAsia Macau Light Show. The host is targeting about 2,000 delegates for the event comprising 700 delegates from AFAA members , Guangdong-Hong Hong-Macau Greater Bay-800 people and Greater China region about 500 people.





Fasttrack By Bharat Avalani



The FastTrack event that is organized in Malaysia and initially it was seen as a program to attract, develop and retain talents in the industry. Over the 6 years, it has evolved into a program that empowered 164 leaders in Asia.

AFAA should market FastTrack to CAAC China and need more participants from North Asia. Also develop advanced FastTrack 2 for alumni and set up a young AFAA membership program.





Adstars By Hwanjin Choi



ADSTARS started in 2008 and have become the largest Ad Awards festival in Asia which recorded 20,342 entries from 57 countries this year and entries are free of charge. Grand Prix of the Year winners each receive US10,000 cash prizes.

ADSTARS 2019 has chosen “Influence” as the theme for the event which will held on from 22 to 24 Aug 2019 in Busan with various programs.

ADSTARS hosts various special events like Young Stars and New Stars AD Competitions. Young Stars AD Competition is designed for college and university students and New Stars Ad Competition is for junior creatives in ad industry.

ADSTARS is considering to expanding the Diversity award opportunity for AFAA.

ADSTARS strongly believe that this collaborative effort where AFAA Members will play a greater role to promote the annual creative festival held in Busan.





AFFA Corporate Membership & Constitution Changes By Ramesh Narayan

Mr. Ramesh Narayan said that the Corporate membership is very important for an industry Association like AFAA. It raises the profile of AFAA among important constituents in the communication business.

It involves large corporates in various facets of the communication business in the industry's attempts to create an ecosystems where brands can be nurtured and can flourish.

However, corporate membership has not been easily forthcoming. The reasons could be several:

- # Corporate do not see value in such membership.
- # Corporates feel they pay good money but still remain outside the pale of decision- taking within the Association.
- # They have not been exposed to the experience of being a part of an Association like AFAA.
- # They do not see VFM. Value For Money.

Proposed Amendment to AFAA's Constitution for Corporate Membership

The Executive Committee was proposing that a new Corporate Membership role be included in AFAA's Constitution based on the following recommendations:

Executive Committee: The time has come to have one (1) Corporate Member representing the overall block of Corporate Members at the top table, with all the rights that other members have. Primarily, one (1) corporate member would have a seat on the Executive Committee with voting rights.

Methodology: We could have one (1) Corporate member elected out of all existing Corporate members to be part of the AFAA Excom. That one (1) elected member will have voting rights.



44Th IAA World Advertising Congress Srinivasan K.Swamy

Mr. Srinivasan K. Swamy, the President of IAA World Body and Mr Ramesh Narayan informed AFAA members on the forth coming IAA World Advertising Congress to be held in Kochi, India on 20th -22nd Feb 2019.

It has been a biennial conclave held all over the world where the spotlight is focused on the communications in all its form. World leaders in their respective area of expertise will come to set forth their grand vision for the near future.

Over three days, it will address the startlingly simple but profound question “What’s Coming Next” for leaders among marketers, brand custodians and the media.

The theme of the Congress will be “Brand Dharma” to bring to life the basic principles that a brand has to follow to connect with its customers and society at large. They requested all AFAA members to support this biennial conclave in India

