

AFAA Connect is Back!

It is important for an Association to know what is happening as far as its activities are concerned. The sharing of information helps not just spread awareness but also serves to build bonds amongst members.

This issue of AFAA Connect will take a trip down memory lane and cover the amazing AdAsia our members staged last year in Seoul, Korea. It will also deal with more current happenings.

Personally, I believe that while AdAsia and Digi Asia are wonderful initiatives that need to be applauded and emulated, Fast Track, and now the New Age Leadership Program are efforts that make us proud to be part of AFAA and this wonderful industry. I hope other countries can also replicate them.

May I request you all to please send in reports and pictures of relevant activities that are taking place in your country or area and send them to Vitiyaa or me?

We need to celebrate with one another.
I wish you a happy and meaningful year ahead.

Ramesh Narayan
Editor



AdAsia 2023 Seoul

AdAsia 2023 Seoul marked the 33rd edition of AdAsia and, in terms of scale, stood as the largest in its 65-year history, hosting over 2600 participants from 27 countries.

The official emblem of the Seoul event was designed by applying a traditional Korean patchwork pattern to the Korean initial consonants – ‘ㅇㄷㅇㄹㅇ’ – of AdAsia. This unique approach, using the letters of the host country for the first time in AdAsia’s history, underscores the strength of K-advertisement and K-content in the global arena.

K-insightful Digital Marketing Festival for IN-SSA



The theme, ‘**The Digital Race – Ready, Set, Transform**’ underscored the critical importance of connecting with consumers in this evolving landscape. The event featured notable speakers and discussions on various aspects of digital marketing and advertising.

The event featured prominent leaders from global top-tier companies, including Google, Meta, Samsung Electronics, Hyundai Motor Company, and Cheil Worldwide. These industry leaders shared insights into branding and mega-trends in the media landscape.

Six Thematic Sessions

Reimagining the Advertising Industry

The Future of Creativity

Media Transformations

Competitive Edge of K-Advertising,

AdTech,

and Digital Out-of-Home (DOOH).



The discussion on redefining the advertising industry was one of the pivotal points at AdAsia 2023.

The conference played a crucial role in establishing a new definition of advertising in the ever-changing global advertising landscape.

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“Creativity that AI can’t Do.”

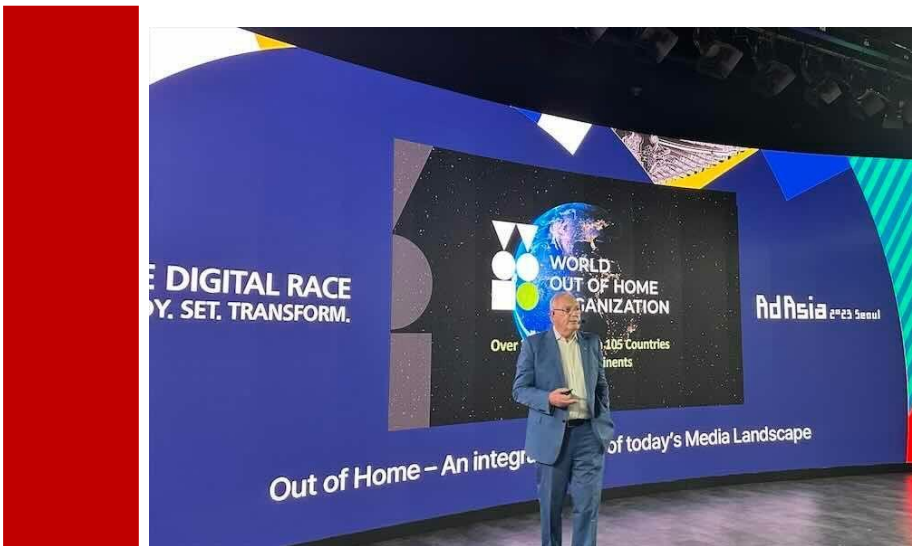


Kentarō Kimura from Hakuhodo Japan shared insights on ‘**Creativity that AI can’t do**’. He stressed recognizing and respecting local culture and values to establish meaningful consumer connections. He suggested that brands can create custom-tailored experiences that resonate deeply with the local audience to foster authenticity.

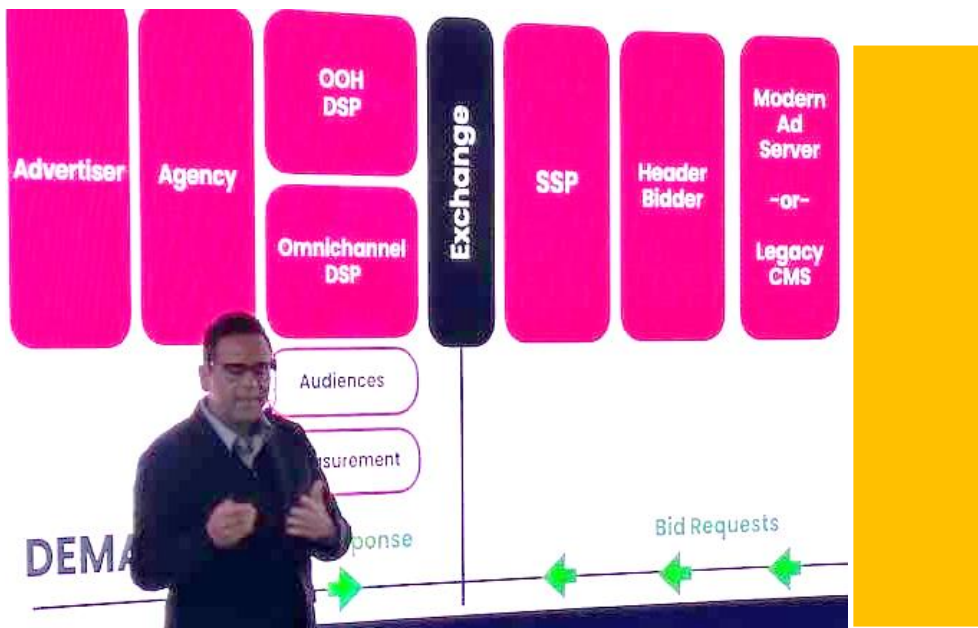


A panel discussion on the current state and development of audience measurement in the Korean OOH market was moderated by Kim Dae-won, CEO of Podo Media, with Jun Sakura, CEO of Liveboard, and Andreas Soupliotis, CEO of HiveStack.

Out-Of-Home Market Potential



Tom Goddard, President of the World Out of Home Organization(WOO), pointed out “Globally, the share of out-of-home advertising in total advertising spend has been around 5% in recent years. I call it the 5% syndrome. In Korea, it's around 6-7%, which is good, but we're not satisfied, and together with you, we need to get it up to 10%. The out-of-home media deserves it.



Andreas Soupliotis, CEO of HiveStack spoke about the potential of the Korean programmatic out-of-home market in his talk '**The Next Programmatic Opportunity in Korea**'. He explored how creativity can thrive in the age of artificial intelligence.

Next-Gen Creatives



Mr. Park Hyun, Director of Hyundai FutureNet, reviewed the history and current state of outdoor advertising design in Korea on the topic of **'Digital Signage Creating Socially Responsive Spaces'**.

On the creative side, Steven Moy, CEO of Barbarian Group, USA, and Wesley T. Ha, co-founder of Media Monks, Europe, discussed how creatives will survive in the age of AI.



Joe Jackson, CEO of D&AD, the world's leading advertising awards, and **Kevin Swanepoel, CEO of One Show,** led workshops on the next generation of creatives and creativity, deeply inspiring creative directors, marketers, and aspiring creatives at home and abroad.

2023 Ad Asia AFAA Awards

Moreover, AdAsia 2023 Seoul introduced the CMG Awards (**Changemakers for Good Awards**), recognizing organizations and individuals leading positive change through creative communication.

The Asia Young Creators' Award (AYCA) on the **"Seoul, My Soul"** theme showcased creative talents across Asia, with 12 works and over 20 students receiving accolades.



Srinivasan Swamy Chairman AFAA (L), Raymond So (R)

Raymond So was inducted into the AFAA Hall of Fame, the highest honour that AFAA presents to a professional for a lifetime of service to the industry.

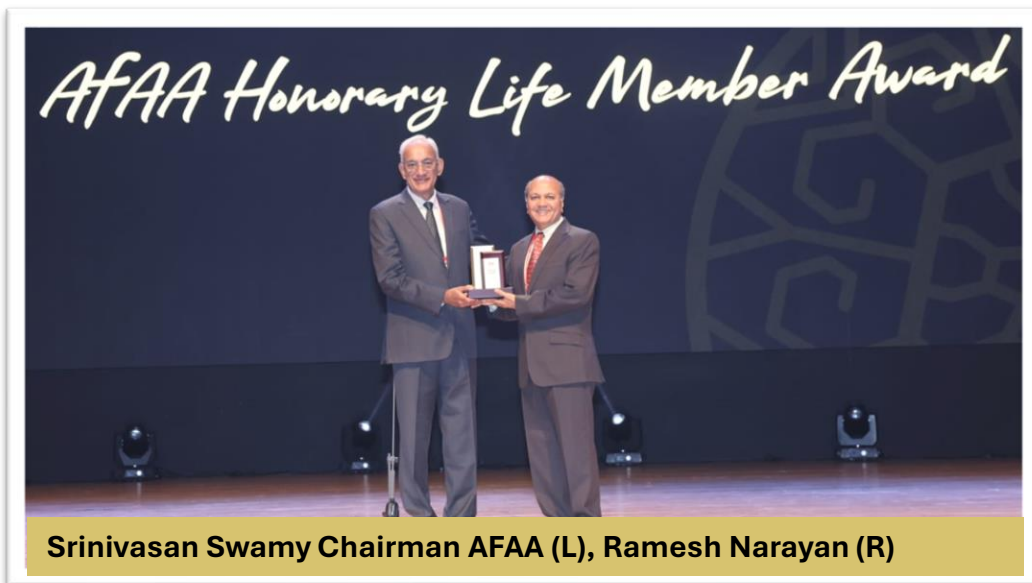


Srinivasan Swamy Chairman AFAA (L), Eric Teng (R)

Eric Teng was presented with the AFAA Special Merit Award 2023. (The AFAA Special Merit Award is awarded to a professional for his immense service to AFAA).

Ramesh Narayan received the AFAA Honorary Life Member Award at AdAsia in Seoul. Ramesh Narayan was recognized for his integrity, work in industry associations and communication abilities. He was also inducted into the AFAA Hall of Fame in 2021 and presented the AFAA Special Merit Award in 2015.

He is the only professional to have been bestowed with all three awards from AFAA.



A significant highlight of the event was its focus on K-Culture. Prof. Samuel from Penn State University discussed the significance of the unique culture specific to a country or a region and the importance of presenting the best of what makes you unique. He stressed that the key to success is not replication but rather presenting the very best of what makes you different. **K-Pop's global success, for instance, can be attributed to its authenticity and staying true to itself.**

Led by industry pioneers like Starship Entertainment's CEO Hoon H. Lee, renowned director Seung Hwan Song, who supervised the Pyeong Chang Winter Olympics and created the NANTA show, and representatives from Coca-Cola and McDonald's, the discussions highlighted the growing interest in global marketing strategies utilizing K-Content.

Redefining Conference

AdAsia 2023 Seoul redefined the traditional conference format by incorporating a diverse range of programs, including conferences, exhibitions, awards ceremonies, competitions, and workshops.

For the first time, AdAsia 2023 Seoul hosted a Business Showcase exhibition, a platform for business consultations and networking among nations.



The event comprised a total of 70 sessions, including trend discussions, digital and ad tech insights, case studies of successful advertising campaigns, and an international academic conference with participation from six advertising-related academic societies.

The event, organized by the Asian Federation of Advertising Associations (AFAA) and hosted by the Korea Advertising Association, garnered support from the Ministry of Culture, Sports, and Tourism, the Ministry of Public Administration and Security, and the Seoul Metropolitan Government.

Looking forward to seeing you at the 34th edition of AdAsia 2025 to be held in Macau.

New Age Leadership Program

The Asian Federation of Advertising Associations organized a four-day multi-layer Immersive, Experiential, and Residential **New Age Leadership Program** spread across Mumbai and Pune for 26 future leaders from the Advertising, Marketing, and Media fraternity facilitated by Mr. Manish Advani from 18th July to 21st July 2024.

On Day One, we deep-dived into ways to work with a **Leader Mindset** through the “**Conquering the WOLF**” (Worries, Obsessions, Limitations, and Fear) session. This was coupled with interaction with leaders from diverse backgrounds and a visit to the office of Pitre Ventures.



On Day Two, we assisted participants in working with an **Innovative Mindset** through our “**STRIVE for Excellence**” Session. Here the participants dived deeper into “Storyfying Life! Simplifying Life!”, “Evolving from Time Manager to Time Investor” and “Leveraging on Reflections to Re-Invent”. This on an ongoing basis would create a culture of inspiration for maximizing one’s intensity at the workplace. Following these was a session on “Leveraging on Virtues to Maximize Valuations” and finally on working with an “Explorer Mindset for Explosive Growth” based on the ancient Hindi saying “Ek Teer Sein Do Nishan”. This was coupled with a visit to multiple villages in Rajgurunagar near Pune with the support of India’s oldest NGO – The Bombay Mother and Child Welfare Society, DroneAcharya a revolutionary start-up and interaction with diverse leaders from the city of Pune.

On Day Three, we assisted participants in incorporating the right attitude in their communication through the “**CHAMP in the Communications**” session so they could develop an **Entrepreneurial Mindset**. They absorbed the importance of communicating after listening to the other person, incorporating the concept of humility, acknowledging others, being mindful in dealing with others, and the importance of personalizing relationships that can make a big difference both inside and outside of their respective organization.

This was coupled with a visit to the Tata Management Training Centre, Sadhu Vaswani Mission, and interaction with Global leaders based out of countries such as Australia, Singapore, Japan, the United States of America, Canada, and the United Arab Emirates.

The day culminated with a session by the renowned Hasya Yoga Teacher Mr Tushar Jagdale from India’s oldest Naturopathy Centre who shared techniques of Hasya Yoga and Tratak that can help one smoothly sail through diverse pressures in life.



On Day Four, we assisted participants with tips that can help them evolve with a **Strategic Mindset** through the “**SMILE all the While**” session in which they deep-dived into Strategic Networking, Mentor for Direction, Incorporating Purpose, Loving others unconditionally and Evolving by Collaborating with Others. This was coupled with a visit to a Swiss Company named Belimo which is in the business of Sensors. This helped participants draw a correlation with Mentors who could be like Sensors in one’s Professional Journey of Life.

On Day Four, this programme concluded with Group Presentations by participants on 5 Diverse Themes which were in the larger interest of the Nation such as Climate Change, Crime Control, Care for Self and Others, Adding Inclusion in Diversity and lastly Addressing the problem of widening Trade Deficit.

Changemakers For Good Awards

The **Changemakers for Good** award, introduced by the **Asian Federation of Advertising Associations (AFAA)**, is poised to become one of the most prestigious awards in the advertising industry. Its purpose is to recognize and celebrate communication initiatives that have been used as a **force for good** in society. This Pan-Asian effort showcases how communication, in all its forms, can drive positive social impact.



The four categories are

Advertising - For messaging that has been transformational in the public space.

Government - A social message created by the Government or its representative arm.

Industry Leader - A leader in the communication industry who has consistently led societal change in the last few years

Innovation - Innovation where technology or a radically different approach has made a difference in people's lives.

Changemakers For Good Awards

The International Jury

The final Pan-Asian winners of the Changemakers for Good award were determined by the International Jury and were honoured at the prestigious AdAsia 2023 conference, which took place in Seoul, Korea in October 2023.



This momentous event provided a global platform to recognize and celebrate the impactful communication initiatives that have used advertising as a force for good, showcasing the best in the industry.

Being recognized on such a significant stage underscores the importance of this initiative and marks the Changemakers for Good award as a key milestone in the ongoing effort to use communication as a tool for social impact across the Pan-Asian region.

CHANGEMAKERS FOR GOOD – PAN ASIAN FINALIST

Country	Company	Category	Submission - title	
India	Lowe Lintas	Advertising	International Women's Day 2022 campaign	WINNER
Taiwan	TAA	Advertising	In Love We Trust series / Dentsu Creative Taiwan	
Korea	Cheil Worldwide, Seoul	Advertising	Knock Knock	
China	Netease Media	Advertising	Dragon Boat Festival	
Country	Company	Category	Submission - title	
India	WPP	Industry Leader	CVL Srinivas	
Taiwan	TAA	Industry Leader	Evan Teng	
Korea	INNOCEAN	Industry Leader	Hanwha_Solar Beehive Campaign	WINNER
Vietnam	VAA Head Office	Industry Leader	Mr. Tran Nguyen Phi Long	
Country	Company	Category	Submission - title	
India	R K SWAMY	Government	Department of Financial Services, Govt of India	WINNER
Taiwan	TAA	Government	AFAA-StarryTaitung-	
Korea	Korea Tourism Organization	Government	Korea Tourism Global Advertisement (Feel the Rhythm of Korea) Campaign	
Country	Company	Category	Submission - title	
India	Lowe Lintas	Innovation	International Women's Day 2022 campaign	
Japan	Hakuhodo	Innovation	Koushi Chemical	
Korea	Hyundai Motor Group	Innovation	Heals on Wheels	WINNER

Changemakers For Good Awards

Advertising – Mullen Lowe Lintas - International Women's Day 2022

Government – RK Swamy Associated for State Bank of India

Industry Leader – Jung A Kim, CCO Innocean

Innovation – Heals on Wheels, Hyundai Motor Group

