

afaa | ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

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AFAA elects Srinivasan Swamy as its Chairman for a term of four years

The Asian Federation of Advertising Associations (AFAA), at its General Body Meeting, held on 1st. December 2021, elected Srinivasan Swamy as its Chairman for a term of four years. Swamy, a doyen of advertising, who is well known as the Chairman of R K SWAMY HANSA group, has held leadership positions in many industry bodies at a national and global level. He has been Chairman and World President of the International Advertising Association (IAA), Chairman Confederation of Asian Advertising Agency Associations (CAAAA), President Advertising Agencies Association of India (AAAI), IAA India Chapter, Chairman Advertising Standards Council of India (ASCI), President All India Management Association (AIMA), to name a few.

Accepting the honour, Srinivasan K Swamy said, “This is a privilege not just for me but for the Indian Marcom community at large. The AFAA hosts the prestigious AdAsia conference and is connected with AdStars, and runs the widely acclaimed FastTrack program where young professionals are trained and transformed in a three-day program. I look forward to making a meaningful contribution to the communications industry in Asia, as well as seeing how AFAA can work along with other global industry Associations and further the cause of professionalism.”

India gave AFAA two distinguished Chairmen in the past – Gautam Rakshit and Pradeep Guha. AFAA is represented in India by the Advertising Council of India (ACI) whose members are The Advertising Club, Advertising Agencies Association of India, the India Chapter of International Advertising Association, Indian Broadcasting and Digital Association and the Indian Society of Advertisers.

AdAsia Macao - One of the Most Memorable and Important Congress

AdAsia Macao was successfully held on Dec 3rd and 4th, 2022 and it was very special. It is one of the most memorable and important Congress in 63 years of the history of AdAsia. As Chairman of AFAA, I was so pleased and relieved after the two days congress was over. Two months before AdAsia Macao, we were not sure whether the Congress can be held or not as Covid 19 Pandemic was reappearing in China and getting worse in many other countries. International travellers cannot go to Macao. Only people from China can travel to Macao without being locked down for 21 days quarantine. It was quite obvious that overseas delegates would not be able to join this international event. Without overseas participation, the congress became meaningless. The essence and beauty of AdAsia would be gone. At this critical moment, the Chairman of the AdAsia Macao organizing committee, Mr Keyvin Bi came forward and committed to run AdAsia with a new hybrid online/offline format. He, also, secured strong support from the Guangdong Province Advertising Association to mobilize delegates from South China to support the congress in Macao. The AFAA Executive Committee immediately helped to invite a group of excellent speakers around the world to deliver their speeches online. With the hard work and cooperation of different parties, we made AdAsia Macao feasible!

During the two days, we had speeches in Macao addressing the congress delegates and video streaming of the speeches to all AFAA members. Our members also shared the video speeches with their local audience. We were glad to get almost 600,000 views online, making the largest audience ever for AdAsia. AdAsia history was continued without any disruption. This is a reflection of the true AFAA spirit and the brave commitment of the Macao Organizing Committee. Being a member of AFAA, Macao understands the importance of AdAsia and the heritage it represents. I salute their commitment and sense of responsibility as the host of AdAsia. They did their best, fought against the biggest Pandemic, overcame unbelievable difficulties, and made sure AdAsia Macao was conducted with style. It is not just the completion of a congress; it represents their support of AFAA objectives and its role to build a strong Asian Advertising Community. I hope all AFAA members can work together under the same spirit and make AFAA a respectable industry body.

December 2021 marked the last month of my term as the AFAA Chairman. I am so pleased that it was completed on a high note with the success of AdAsia Macao. AdAsia meant a lot to me. I learnt so much about the industry and made so many good friends around Asia at AdAsia. The friendship and professional exposure made me very proud as an Asian advertising professional. I had my first AFAA and AdAsia experience in 1986, AdAsia Bangkok and then got involved in AFAA for over 25 years. I firmly believe in AFAA's value and am committed to contributing to making AFAA great. Thus, I proposed the new AFAA constitution which transformed AFAA and served as AFAA Vice Chairman and Chairman for 10 years. We have made good progress in many aspects like membership, AFAA branding and professional development. I would like to take this opportunity to thank all my friends around Asia who gave me valuable guidance and support in the past ten years. Thank you! With the continual support of all our members, I am confident AFAA will be stronger and better as the leading industry federation in Asia.

Sincerely Yours,
Raymond So

AdAsia 2021 Macao Attracts 600,000 + Online Viewers



Organized by the Asian Federation of Advertising Associations (AFAA) and hosted by the Associations of Advertising Agencies of Macau (AAAM), the Opening Ceremony of the prestigious AdAsia 2021 Congress was held at Parisian Macao on 3rd of December, and live-streamed, which attracted over 500 thousand views. As an international congress recognized by ICCA, AdAsia was hosted for the first time in Macao, China, after a brilliant history of 63 years. The theme FUTURETOPIA - Marketing in the Brave New World, aims to develop a cooperation platform for cultural communication, exchange, and development, promoting the international transmission of cultural and tourism brands through creative advertising and marketing.



Raymond So
Chairman

Raymond So, Chairman of AFAA, Keyvin Bi, Chairman of the Organising Committee of AdAsia 2021, Jenny Chung, the Director of AAAM and all outstanding managing directors of the event, and representatives of the creative advertising industry from Asian areas were present at the inaugural session. Despite the difficulties caused by COVID, a Virtual Handover Ceremony was first successfully conducted as before, which showed that the gorgeous story of AdAsia has been officially started in Macao and the “FUTURETOPIA” began to grow when the token was delivered from Pakistan to Macao.

Following the handover, Raymond So expressed deep emotion for the holding of AdAsia 2021 Macao in face of an unstable current situation, and expressed awe that “Ideas from all over the world are allowed to still exchange with each other thanks to the advanced technology”. Representatives from Macao Government Tourism Office and Macao Trade and Investment Promotion Institute also recognized the great significance of the event in gathering Asian creative powers, spreading insights and stimulating the recovery of the global market.

The Prize Giving Ceremony was held to announce the AFAA Awards; honour those who have inspired us, those who have contributed significantly to the industry and the Association. AFAA Hall of Fame is the highest award conferred on an individual by AFAA to those who have defined a generation of advertising.



Pradeep Guha was posthumously inducted into the AFAA Hall of Fame 2019.



Since AdAsia was being held as a virtual event, a unique hybrid event was held in Mumbai to present the AFAA awards. Pradeep Guha was posthumously inducted into the AFAA Hall of Fame for 2019 and his wife Papia Guha accepted the award.

Accepting the honour Papia Guha, Pradeep's wife, thanked AFAA. Papia Guha reiterated the fact that Pradeep loved advertising and knew the power of effective communication to bridge gaps and build bridges towards a more dynamic and cohesive society, whether it was connecting India to Cannes Lions, championing peers who were and are creative and marketing legends of the industry or organizing and hosting AdAsia 2003, Digiasia, AdAsia and Fasttrack, hitherto unseen, are legacies for the advertising industry to gain inspiration, learn and build on. And Pradeep would have always wanted the show to go on and to be a part of that show. (L to R: Ramesh Narayan, Papia Guha and Sanket Guha (wife and son of Pradeep Guha)).

Srinivasan Swamy was presented with the AFAA Special Merit Award for 2019 for his contribution to AFAA as an institution and efforts in developing the region.



Ramesh Narayan was inducted into the AFAA Hall of Fame 2021.

In his brief acceptance speech, Ramesh Narayan said, "I'd like to thank AFAA and all my friends across Asia for this huge honour bestowed on me. Around 23 years ago, I was invited by my friend Pradeep Guha (you see I don't say the late Pradeep Guha, because he lives in our minds and our hearts) to join the AFAA movement and help make a bid to bring the AdAsia to India. This culminated in the AdAsia 2003 Jaipur. However, for me, it was an introduction to industry work, as against only my Agency work, and that experience is ongoing. I'd like to acknowledge the immense work done by all the architects of AFAA and to accept this honour on behalf of all of them.

I'd like to talk a little about our industry. I have had the amazing experience to be a part of an industry that keeps the wheels of our economies moving. That ensures more employment across the world. That gives individuals the right to choose. That educates, entertains, and spreads awareness. However, I feel all this pales into insignificance before the power of this industry to help rid the world of diseases like polio. To raise money and combat calamities across the world, to help raise our collective voices for the environment and elder care and gender equality. And against domestic violence and animal abuse.

Can you think of any other industry that can claim to do all these things?

Yes, my friends. That is the real power we as an industry wield.

And that is what I call communication as a force for good.

And I urge more of us to think of our industry in this way.

And to make time for work like this.

And show that what's good, is good for the industry.

And so, I stand here today, honoured and humbled."



The Keynote on FUTURETOPIA, Marketing in the Brave New World, was addressed by Mark Read, Chief Executive Officer, WPP.



Emphasizing why purpose matters to our industry? And why it must be integral to any business strategy? Read stressed on the importance of companies having a higher societal purpose, and how this purpose can drive profits.” While corporate vision must be integral to any company's business strategy followed by how we as an industry form strategic partners with brands on their journey, it is having a purpose that has become crucial for companies,” explained Read.

He also stated that brands perceived to have stronger ESG credentials (Environment, Social, and Governance) grew two and half times faster and was would draw more loyalty from employees.



Bringing warm greetings, Joel Nettey IAA World President and Chairman said “Bravery in all fronts for brands, agencies, and marketers is an important consideration that is gaining currency. What makes the topic interesting is its relevance in today’s world and its foresight for the marketing and communication world in the future. The past two years have taught us to be prepared for the unexpected and embrace ourselves for change. We must stay flexible in embracing the uncertainty that we will continue to face in the future. Marketing in this era presents a unique opportunity for brands to establish themselves in more ways than ever before. Quoting an African proverb Joel said, “If you want to go fast go alone, but if you want to go far go together”.



Piyush Pandey, Chairman of Global Creative, Ogilvy said that we, in Asia, are culturally very rich and we have found ways and means – creative means to express ourselves in so many different forms, from different countries. We must take advantage of that heritage, and of our legacy of being culturally very rich. He felt that this region has seen more adversity than most in the world and he urged each one to ignite their creativity and make the world a beautiful place.



Mann Lao
Founder and
Creative Director
Chilli Design

Quick Snippets from Influential Speakers at AdAsia Macau

Mann emphasized in this world of economic development the culture between regions is getting blurry. We as designers need to use design as well as creativity to showcase or revive these cultures.



Rajeev Chaba
President & MD
Morris Garage
Motor India

Rajeev Chaba spoke about the journey of the successful launch of a new car in India starting with clearly defined culture and core values. He emphasized that purpose plays an important role and focused on community. Gender diversity sets the base to drive dynamic change. Our mantra - We Trust You.



Victoria Sunmie Lhie
CEO
Cohands

Victoria Sunmie Lhie spoke on the importance of brand safety and emerging threats of hatred and labelling. As a communicator, she said she would like to look at brand safety from a broader perspective to include all measures taken to protect the brand from damage and unexpected issues arising during marketing and communication activities. Victoria recommends the five magic spells to ensure brand safety – 1) establish brand principles 2) have an internal assessment system 3) ensure a continuous monitoring system 4) take quick action and 5) build a good image at all times.



Julian Douglas emphasized the mission of VCCP to transform the fortunes of their clients by challenging and disrupting the categories they are operating in. Speaking on gamification, Melanie Wong said we are hard-wired to play.

And games are powerful drivers of behavioural change as it gives us instant feedback and keeps us perpetually engaged. It allows you to work together and create optimal conditions for social collaboration. It gives us a goal to accomplish. Brands through gamification can add a layer of interactivity and challenge to usher in a highly interactive era.



Sheung Yan Lo

Chief Creative Officer
Wunderman Thompson, Hong Kong

Sheung Yan Lo quoting a Chinese proverb said “Past experience if not forgotten is a guide for the future”. He shared some wonderful examples and mentioned how Covid has stressed the importance of brand building and how to respond when we face the next crisis.



Adeel Haider

PAA Ambassador

Adeel said that through technology the world has become a Global village i.e. One Market, One Product, and One Service. He emphasized that the key to all these transformations is data. The human bodies are now being shifted to another Sophia based on complete digitalization, Internet, Innovation, and most importantly DATA. He concluded with a strong statement - Tech is the FUTURE and FUTURE is now.



Horace Luke

Founder and CEO
Gogoro

Horace Luke said that in a 360 degree kind of way, what we face in front of us is not just a technology challenge, not just a business operation and business model problem but a brand and design challenge to get our customers to believe and see the same way as we do. Our brand ethos has to be super simple. Innovation is not just about ideas but how to make them real. All of us can use creativity, design, marketing, to solve bigger problems and to inspire consumers to make the right choices through great content and creativity.



**Gowthaman
Raghotaman**

Aquilliz
CEO

Two tectonic shifts are happening. These two are the big changes that are happening in the marketing ecosystem today - privacy regulations and a new creator economy. Decentralization is becoming very important because it opens up new opportunities, it opens up better discoveries of the entire consumer journey, from awareness to sale. When these different stakeholders in a trusted environment start sharing information without getting scared of abuse of data or worrying about unfair practices – better discoveries lead to better digital marketing and that's where we believe decentralization is a very important area of focus.



Tomaz Mo

Director of CruiSo
Digital Solutions

Looking back at the last 24 months Tomaz quoted Charles Dickens 'It was the best of times; it was the worst of times'. We must thank each one who worked so hard in the advertising industry to keep the momentum going. In these two years, I also noticed many excellent creative campaigns were launched effectively. Just to name a few 'Pfizer - Mozart 80' directly related to COVID 19. While everyone is fighting against COVID-19, we have not forgotten how to strive for creative excellence, generate pieces, and make progress and more importantly, we have not forgotten our social responsibility in making advertising a more meaningful tool and making living better.



James Murphy

Founder
New Commercial Arts

James Murphy said at New Commercial Arts we are very pleased and proud with the outcome of the Classic 'Be Reborn' campaign (team working remotely under lockdown conditions). I think it showed the power of the great brand and great product to bring together people and work through those obstacles and produce something truly powerful.



Duan Chunlin

Professor and
Doctoral Supervisor
SCU

Duan Chunlin mentioned that internet advertising in China's five major media has grown exponentially. The penetration rate of internet users, mobile internet users is high. Gen Z is the driving force of consumption.



AFAA's Chairman, Raymond So, was deeply impressed by the success of this year's Macau conference, which was a new chapter in the spirit of Marketing in the Brave New World. This was made possible by the persistence of the organizing team, the participation of online and offline attendees, and the dedicated supporters. The conference was supported by the Macau Government Tourist Office (MGTO) and Macau Trade and Investment Promotion Institute (IPIM), the Macau Chinese Chamber of Commerce and Industry (MCCCI) and the Macau Travel Agencies Association (MTA), as well as sponsorship from Dentsu and Hakuhodo.

This year's two-day forum was full of excitement, with more than 30 guest speakers from home and abroad delivering speeches focusing on cultural and tourism development, branding, creative marketing, technology integration and other fields. Among whom we had not only top leaders like Mark Read, CEO of WPP Global and Piyush Pandey, Chairman of Global Creative from Ogilvy, sharing insights from their precipitating experiences, but also renowned industry leaders from Macau, such as Mann Lau, Founder and Creative Director of CHIII Design, Tomaz Mok, Founder of MATCH Communications Shanghai, etc., offering culturally diverse and different insights to the audience. On behalf of the organizer, Raymond So unanimously approved the hosting rights for the 34th AdAsia 2021 Macao in 2025 to Macau as a token of encouragement, hoping that the fog of the pandemic would lift and more industry colleagues would meet in Macau to discuss the new opportunities in marketing in person. He also invited our fellows to attend the AdAsia 2023 Seoul two years later.



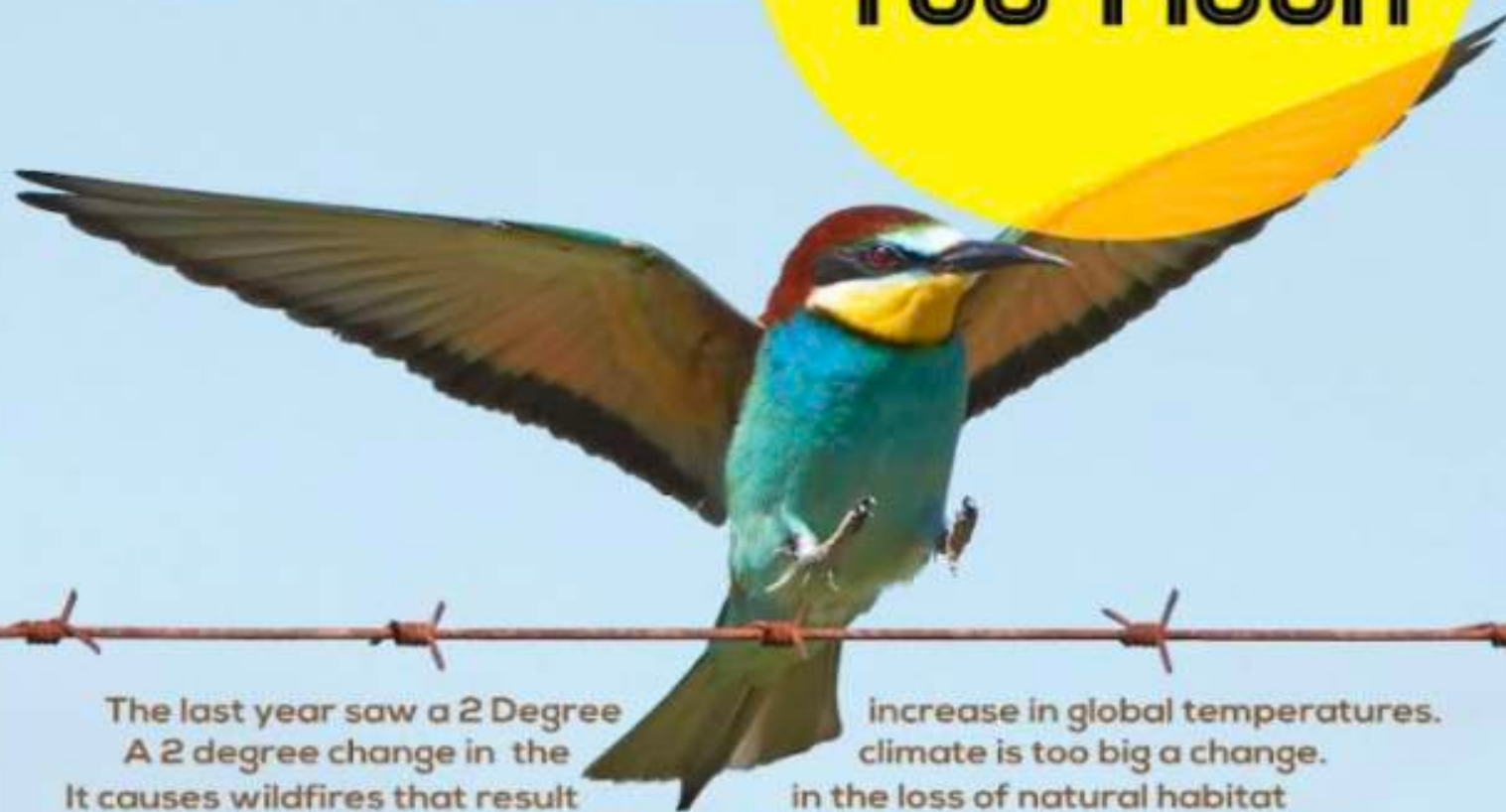


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FOR CREATIVE EXCELLENCE IN COMMUNICATING SUSTAINABILITY
India Chapter, International Advertising Association



2 DEGREES IS
TOO MUCH



The last year saw a 2 Degree increase in global temperatures.
A 2 degree change in the climate is too big a change.
It causes wildfires that result in the loss of natural habitat
which leads to the displacement of rare species of animals and birds
and eventually drives extinction.

We can be the change and part of the solution too by making responsible decisions that help them keep their home.

Have you done your bit to help the cause in your marketing endeavours.
Send us your marketing communication towards a sustainable future and be known as the heroes that instigated change for the better.

12TH ANNUAL IAA OLIVE
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