

ADFEST 2018

Wed 21 - Sat 24 March
Pattaya, Thailand

**YOUNG
LOTUS
WORKSHOP**

ABOUT YOUNG LOTUS WORKSHOP

The Young Lotus Creative Workshop is a 2 and a half day workshop created since 2004 to:

- Recognize and encourage the rising stars in the region
- Allow participants to further develop their skills and learn from the gurus of the industry
- Sharpen talents while competing under a relaxed atmosphere
- Offer creative young bloods the opportunity to earn a winning place on the ADFEST stage

- To train & sharpen young creative minds to develop effective concepts
- To support & stimulate new creative young bloods in the region
- To help the region's advertising and communication industry compete in the global market
- To provide exposure for the talented young creatives
- To encourage young creatives to strengthen team relations

OBJECTIVES

WORKSHOP BENEFITS

- Chance to work with and learn from the best creative practitioners in the industry
- Absorb essential creative know-how from world-class advertising gurus effectively
- Learn of techniques and tips directly from creatives
- Opportunity to network and meet other rising stars in the region
- Build strong team skills

- Each year, an agency network hosts the Creative Workshop
- The workshop is facilitated by “trainers” from the host network, known as the Young Lotus Workshop Committee
- Participants will be coached, lectured, and given a brief to be completed within 24 hours
- Works which will be judged by the Creative Workshop Committee and the winners will be announced on stage at ADFEST

HOW
IT
WORKS

- Each local association/representative in each market selects 2 young creatives to represent that market and enroll the participants for the Workshop
- Participants must be aged 28 or under (born after 24 March 1989) with at least 1 year experience in the advertising industry
- Each local association/representative is responsible for participants' airfare & ground transportation

ELIGIBILITY

WORKSHOP PARTICIPATION

- Workshop participation is free of charge and each team will receive:
- Accommodation from 18 March – 24 March 2018 (7 nights)
- Meals during the workshop & festival (except for dinner on Friday 23 March 2018)
- Registration to ADFEST 2018 inclusive of access to all ADFEST functions and festival kit

TENTATIVE AGENDA

| | |
|---------------------|--|
| SUN 18 MAR | Arrival & Welcome Dinner |
| MON 19 MAR | Workshop Lectures |
| TUE 20 MAR | AM Workshop Lectures Noon Brief assignment & 24-hour working window commences |
| WED 21 MAR | Noon Work Submission PM Judging: Selection of finalists and Young Lotus Winner |
| WED 21 - SAT 24 MAR | ADFEST 2018 |
| SAT 24 MAR | AM Young Lotus Workshop session & finalists presentations PM Delegates vote for Popular Vote Evening Announcement & Award Presentation |

YOUNG **2004**
LOTUS -
WORKSHOP **2017**

PROJECT CHAIRPERSON & INSTRUCTORS

| YEAR | PROJECT CHAIRPERSON | INSTRUCTOR | COMPANY | CITY |
|------|---|--------------------------|----------------------------|--------------|
| 2004 | Craig Davis Regional ECD Saatchi & Saatchi Asia/Africa | Graham Kelly | Saatchi & Saatchi | Singapore |
| | | Jimmy Lam | Dentsu Asia | Singapore |
| | | Suthisak Sucharittanonta | BBDO Bangkok | Bangkok |
| | | Tay Guan Hin | Grey Worldwide | Kuala Lumpur |
| 2005 | Linda Locke Regional ECD Leo Burnett Asia Pacific Singapore | Alex Lim | Leo Burnett Sdn Bhd | Kuala Lumpur |
| | | Alex Lopez | Beacon Communications K.K | Tokyo |
| | | Hidekazu Sato | Beacon Communications K.K. | Tokyo |
| | | Paul Kemp-Robertson | Contagious Magazine | London |
| | | Tay Guan Hin | Grey Worldwide | Kuala Lumpur |
| | | Valerie Cheng | ARC Singapore | Singapore |
| | | Yasmin Ahmad | Leo Burnett Sdn Bhd | Kuala Lumpur |
| | | Angela Koch | Leo Burnett Greater China | Hong Kong |

| YEAR | PROJECT CHAIRPERSON | INSTRUCTOR | COMPANY | CITY |
|------|--|---|--|--|
| 2006 | Tay Guan Hin Regional ECD JWT Singapore | Ng Tian It Eric Yeo Robert Gaxiola Johnson Tan Chris Chiu Paul Davies | McCann Erickson Ogilvy & Mather Bates Procolor Separation & Print Leo Burnett RMG Connect | Singapore Singapore Singapore Singapore Bangkok Singapore |
| 2007 | Chris Thomas Chairman & CEO BBDO Asia Pacific Singapore | Alex Lim David Guerrero Simon Bond Subun Khow Suthisak Sucharittanonta Andy Wilson | BBDO Singapore BBDO Guerrero Ortega Proximity Asia BBDO Bangkok BBDO Bangkok BBDO Singapore | Singapore Manila Singapore Bangkok Bangkok Singapore |
| 2008 | Neil Dawson Global Creative Director-Philips DDB London | James Lou Steve Jackson | DDB Chicago DDB Chicago | Chicago Chicago |
| 2009 | Akira Kagami Executive Officer & Global ECD Dentsu Inc. Tokyo | Koichi Yamamoto Kazunori Miura Mike Wilson Omar Bin Shaari | Dentsu Institute Dentsu Inc. Dentsu America Dentsu Utama Sdn. Bhd. | Tokyo Tokyo New York Kuala Lumpur |

| YEAR | PROJECT CHAIRPERSON | INSTRUCTOR | COMPANY | CITY |
|-------|---|--|---|---|
| 2010* | ADFEST 2010 cancelled due to political situation in Thailand | | | |
| 2011 | John Merrifield Creative At Large TBWA\Asia Pacific Singapore | Haydn Evans Melvin Mangada Thirasak Tanapatanakul Thor Santisiri Louise Upperton | TBWA\Asia Pacific TBWA\Santiago Mangada Puno Creative Juice TBWA\Thailand TBWA Group\Asia Pacific | Asia Pacific Manila Bangkok Bangkok Hong Kong |
| 2012 | Tay Guan Hin Regional ECD JWT Southeast Asia | Ann Mack Asawin Rojmethatawee Francois Chilot Michael Yezerksi Pat Law Ravi Deshpande | JWT New York Heineken CFP-E / YDA President Nylon Music Studios GOODSTUPH Private Limited Contract Advertising | New York Bangkok Paris Sydney Singapore Mumbai |
| 2013 | Spencer Wong Group Managing Director, Hong Kong Chief Creative Officer, Greater China McCann Worldgroup | Adam Denny John Mescall Richard McCabe Anil Thomas Martin Lee Ken Hoskin | McCann Enterprise McCann Worldgroup Australia McCann Worldgroup Asia Pacific McCann Worldgroup India McCann Worldgroup Shanghai McCann Worldgroup Asia Pacific | Singapore Melbourne Singapore Bangalore Shanghai Singapore |

| YEAR | PROJECT CHAIRPERSON | INSTRUCTOR | COMPANY | CITY |
|------|---|---|--|---|
| 2014 | <p>Chris Thomas Chairman and CEO of BBDO Asia, Middle East And Africa, Chairman of Proximity Worldwide BBDO and Proximity Singapore</p> | <p>Andy Wilson Suthisak Sucharittanonta David Guerrero Ronald Ng</p> | <p>BBDO and Proximity Singapore BBDO and Proximity Thailand BBDO Guerrero and Proximity Philippines BBDO and Proximity Singapore</p> | <p>Singapore Bangkok Philippines Singapore</p> |
| 2015 | <p>Dick van Motman Chairman & CEO Dentsu Aegis Network SE Asia</p> <p>Ted Lim Regional Chief Creative Officer Dentsu Aegis Network Asia Pacific</p> | <p>Akira Kagami Yukio Nakayama Kei Shimada Jeffry Gamble James Hawkins Marie Gruy Takemi Furuta</p> | <p>Dentsu Inc. Dentsu Inc. Dentsu Inc. mcgarrybowen China Dentsu Mobius Carat Asia Pacific Dentsu Plus Thailand</p> | <p>Tokyo Tokyo Tokyo Shanghai Singapore Singapore Bangkok</p> |
| 2016 | <p>Kentaro Kimura Co-CEO & Executive Creative Director Hakuhodo Kettle Tokyo</p> | <p>Morihiko Hasebe Elvis Sequeira Devi Attamimi Takahiro Hosoda</p> | <p>Hakuhodo Inc. Hakuhodo Percept India Hakuhodo Network Indonesia TBWA\HAKUHODO</p> | <p>Tokyo Mumbai Jakarta Tokyo</p> |
| 2017 | <p>Wain Choi Senior Vice President & Chief Creative Officer Cheil Worldwide Seoul</p> | <p>Sagar Prabhakar Mahabaleshwarkar Kyoungju Lee Satit Jantawiwat Pattarapong Nitikarn Grant Hunter</p> | <p>Cheil India Cheil Worldwide Cheil Thailand Cheil Thailand iris Worldwide</p> | <p>Mumbai Seoul Bangkok Bangkok Singapore</p> |

PARTICIPANTS

| YEAR | PARTICIPANTS |
|-------|--------------|
| 2004 | 20 |
| 2005 | 34 |
| 2006 | 28 |
| 2007 | 28 |
| 2008 | 26 |
| 2009 | 26 |
| 2010* | - |
| 2011 | 36 |
| 2012 | 34 |
| 2013 | 30 |
| 2014 | 26 |
| 2015 | 26 |
| 2016 | 28 |
| 2017 | 30 |

* ADFEST 2010 cancelled due to political situation in Thailand

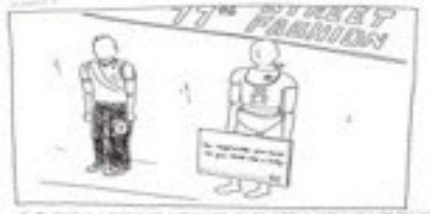
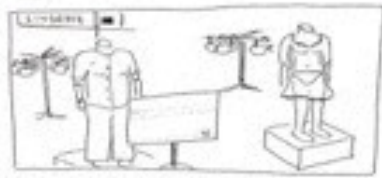
| YEAR | MEDIA | BRIEF | PURPOSE |
|------|--|---|---|
| 2004 | Print | Partnership for a drug free Singapore | To change the focus of anti-drugs advertising in Singapore |
| 2005 | Print | Contagious Magazine | To promote Contagious Magazine to increase subscriptions |
| 2006 | Print | ADFEST | To promote ADFEST |
| 2007 | Film | You can do good things in Pattaya | To promote Pattaya in a new look rather than dirty activity |
| 2008 | Print | Ban the Bag | To get the public to stop using as many plastic bags and persuade them to find an alternative |
| 2009 | Integrated Campaign | A placement campaign for the Advertising Industry: How to lure young people who are currently not interested in advertising | Overwhelm the human resources department of advertising agencies with job applications |
| 2010 | ADFEST 2010 cancelled due to political situation in Thailand | | |
| 2011 | Film | Every Pepsi Refreshes the World | To create the size of the idea , not the size of the budget |
| 2012 | Integrated Campaign | Ford E-Bike | To engage and capture the imagination of Chinese consumers — 1.4 billion people who are probably not thinking about Ford, nor even currently thinking about buying a car. |

| YEAR | MEDIA | BRIEF | PURPOSE |
|------|-------------------------|--|---|
| 2013 | Integrated Campaign | McCann Recruitment | An ordinary brief, one that you will receive every day. To test how far you can take it; and how big you can make it. |
| 2014 | Integrated Campaign | Work/life balance - “Live more for Better Ideas” | <ul style="list-style-type: none"> - To inspire creative people to put this mantra into practice. - To change our working behaviours for the better, that will encourage us to seek better life experience, harness those experiences, and generate better ideas and creativity. - To prevent us from being enslaved by the computer, by our email and by our devices – so we can discover more, live more, and create more. |
| 2015 | Direct Digital Campaign | We are the “Fresh Blood” you need | <ul style="list-style-type: none"> - Product: The young creatives– the hottest art-director / copywriter team the world doesn’t know yet. - Target: ECD of Dream Agency, the greatest creative mind with the most demanding schedule - Objective: So the ECD will sit up, take notice, and ultimately, offer YOU the job you want. To stand out from the clutter of other creative teams clamoring for her time and attention. |
| 2016 | Integrated Campaign | Muay Thai 2028 | How to elevate local cultural practice of Muay Thai into a global sport since Muay Thai has yet to achieve global status. |
| 2017 | Digital Campaign | ADFEST: Create it with Swagger | Send a message out to young creatives all over Asia Pacific that ADFEST is the unmissable festival where every year the best-of-the-best gather in the industry. We want to hold up the true meaning of the ADFEST brand to capture the imagination of budding talent to see the festival as their inspiration – a venue that can shape the type of creative they want to become. |

2004 WINNER

PARTNERSHIP FOR A DRUG-FREE SINGAPORE

YOUNG LOTUS WINNER



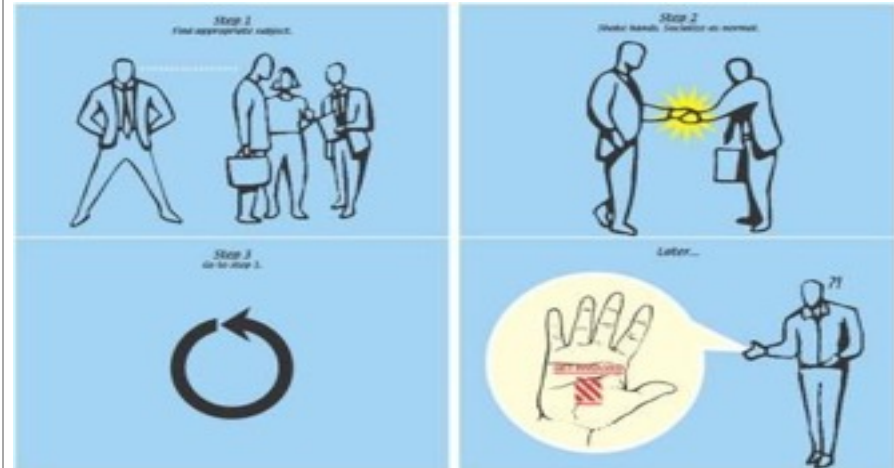
LEO BURNETT

Singapore

2005 WINNER

CONTAGIOUS MAGAZINE

YOUNG LOTUS WINNER



OGILVY & MATHER

Hong Kong

2006 WINNER

ADFEST

YOUNG LOTUS WINNER

"All those great ads,
All those great people,
Beautiful beach,
Creativity, inspirations, refreshment...
But, 12hour-flight in economy class?"

Why Cannes?

"I bought this really expensive black suit for the awards.
And I don't even look good."

Why Cannes?

"Gosh, I miss this."

Why Cannes?

TBWA & PUBLICIS

Seoul

2007 WINNER

YOU CAN DO GOOD THINGS IN PATTAYA

YOUNG LOTUS WINNER



HAKUHODO INC.

Tokyo

2008 WINNER

BAN THE BAG

YOUNG LOTUS WINNER



HAKUHODO INC.

Tokyo

2009 WINNER

HOW TO LURE YOUNG PEOPLE WHO ARE CURRENTLY NOT INTERESTED IN ADVERTISING

YOUNG LOTUS WINNER



JWT

Colombo

2011 YOUNG LOTUS WINNER & POPULAR VOTE WINNER

EVERY PEPSI REFRESHES THE WORLD

YOUNG LOTUS WINNER



PIRANA ADVERTISING (PVT.) LTD. & OGILVY & MATHER

Karachi

POPULAR VOTE WINNER



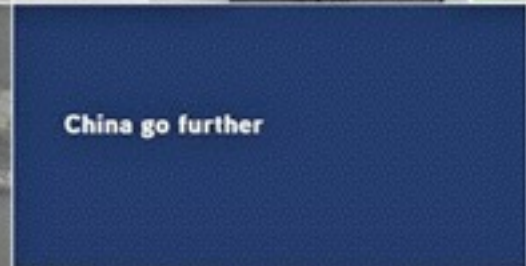
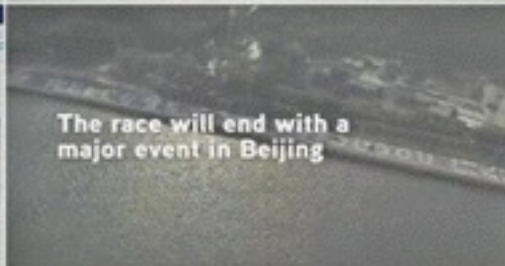
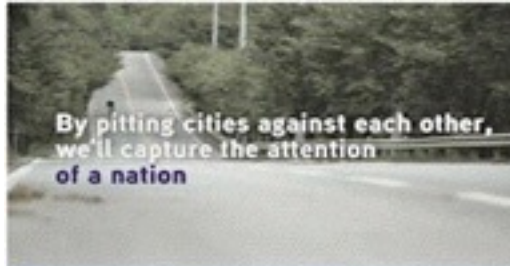
GREY & MCCANN ERICKSON

Kuala Lumpur

2012 YOUNG LOTUS WINNER & POPULAR VOTE WINNER

FORD E-BIKE

YOUNG LOTUS WINNER & POPULAR VOTE WINNER



COLENSO BBDO
Auckland

2013 YOUNG LOTUS WINNER & POPULAR VOTE WINNER

MCCANN RECRUITMENT

YOUNG LOTUS WINNER & POPULAR VOTE WINNER

The Real Daydream Nation.

we make the unbelievable
BELIEVABLE

THE TRUTH ABOUT
THE REAL DAYDREAM NATION

Spencer Wong
400
\$ RM10.00

And sends a Thank You email,
including our agency recruitment invitation.

Welcome,
Spencer Wong!

Welcome,
Spencer Wong

MCCANN

MCCANN ERICKSON & LEO BURNETT
Kuala Lumpur

2014 YOUNG LOTUS WINNER & POPULAR VOTE WINNER

WORK/LIFE BALANCE: LIVE MORE FOR BETTER IDEAS

YOUNG LOTUS WINNER



DENTSU (TAIWAN) INC.

TAIPEI

YOUNG LOTUS POPULAR VOTE WINNER



CHEIL WORLDWIDE

Seoul

2015 YOUNG LOTUS WINNER & POPULAR VOTE WINNER

MRS. ECD OF DREAM AGENCY

YOUNG LOTUS WINNER & POPULAR VOTE WINNER

How will we get an inaccessible Mrs ECD to hire us?

What she doesn't know is that SHE'S ALREADY HIRED US.

The only question is, how will she know?

THE OPPORTUNITY

TEAM Gar/Mont

Mrs ECD

FUTURE-CEPTION

FUTURE ECDs

Mrs ECD in the NOW

FUTURE-CEPTION

Insight
Young creatives are the future of advertising.

The Idea
FUTURE-CEPTION: A call to the future ECDs as Mrs. ECD that will be seen through wireless connection.

Strategy
How did we get inside Mrs. ECDs' heads, non-linear?

So behold the Future ECDs!

Garl Salvador | Abi Montana

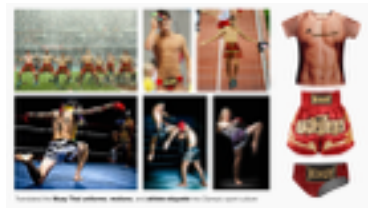
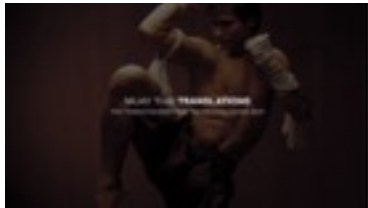
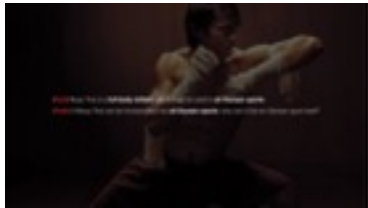
Best Regards,
the Future

LOWE PHILIPPINES
Manila

2016 YOUNG LOTUS WINNER & POPULAR VOTE WINNER

MUAY THAI 2028

YOUNG LOTUS WINNER & POPULAR VOTE WINNER



JWT SHANGHAI
Shanghai

2017 YOUNG LOTUS WINNER & POPULAR VOTE WINNER

JEALOUSY TOUR

YOUNG LOTUS WINNER & POPULAR VOTE WINNER

Let's make ADFEST
more relevant to
young creatives
than any other festivals.



Together with Asian countries,
ADFEST and young creatives
will move forward.

HAKUHODO INC.
Tokyo



CONTACT

KEM SURAPHONGCHAI

e: YoungLotus@ADFEST.com

m: +66 81-907-7390

