

More Spikes Asia 2012 jury presidents named

SINGAPORE: Spikes Asia, the regional creative advertising and communications festival for Asia Pacific, is pleased to announce that this year's final three jury presidents are Yang Yeo who will chair the Design Jury, Glenn Osaki will lead the PR Jury, and Michael Hilliard has been appointed the first Branded Content & Entertainment Jury president.



Yang Yeo, chief creative officer of JWT Shanghai, president of the Design Jury, is famed for shaping advertising creativity in China since his arrival in Shanghai in 2006. He led China to its first-ever Gold Lion at Cannes in 2008 with the adidas Beijing Olympics campaign. He made history once again by winning China's first-ever Cannes Grand Prix in 2011 with the Samsonite 'Heaven & Hell' print ad, which also went on to win three further Grands Prix at Spikes Asia last year in the Print, Outdoor and Print & Poster Craft categories.

Under his leadership, JWT Shanghai won the 'Agency of the Year' accolade at AdFest in 2009, and Campaign Asia-Pacific's 'Agency of the Year' in 2011. He was also named Campaign Asia-Pacific's 'Creative of the Year' in 2011 for his astounding accomplishment in Greater China.

Yang Yeo is a member of the first Cannes Chimera, mentoring the first 'Grand Challenge for Communications' initiative organised by Cannes Lions and the Bill & Melinda Gates Foundation.



Glenn Osaki, Asia president of MSLGROUP, Publicis Groupe's strategic communications and engagement agency, has been appointed president of the PR Jury. Osaki oversees the Asia operations, which include 38 owned offices and more than 1675 employees, as well as a strong integrated network of affiliate partners across the region. In addition, he chairs the MSLGROUP Management Boards in Greater China and India.

MSLGROUP is reputed to be the largest PR agency network in Asia, and the #1 in the fast-growing markets of Greater China and India. In March 2012, MSLGROUP was awarded "PR Agency Network of the Year" by Campaign Asia-Pacific.



Michael Hilliard, executive producer of Finch, Australia, will lead the inaugural Branded Content & Entertainment Jury. Michael is a film, television and transmedia producer.

His work with a range of award-winning actors, musicians, artists and sports figures including Robert Redford, Cate Blanchett, Tom Ford, Jeff Koons, Kobe Bryant, Paul Simon and P. Diddy, blends pop culture with documentary and television. His work has been recognised by Cannes Lions, The One Show, the Directors Guild of America, and the Emmys, and has become part of the permanent collection at the Museum of Modern Art in New York.

His television series credits include *ICONOCLASTS*, *Fast Cars and Superstars*, *KOBE Mentu*, *The Art of Walking*, and, most recently, the International Emmy Award-nominated *The Great Crusade* for Qantas and Tourism New Zealand. His feature film credits include the Beastie Boys' multi-camera, user-generated concert film *Awesome*, the Slamdance-winning *Better Housekeeping*, and *Lovely by Surprise*, which premiered at the Seattle Film Festival.

He is a member of the International Academy of Television Arts and Sciences, the Australian Film Institute, the Australian Academy of Cinema and Television Arts (AACTA) and the Screen Producers Association of Australia. He has served as a judge for the International Emmys, the AFI Awards and most recently as a member of the inaugural Branded Content & Entertainment jury at the Cannes Lions International Festival of Creativity.

Delegate registration for Spikes Asia is now open, with anyone registering before 1 August benefiting from the early bird rate. For further information on the Festival and how to register, go to www.spikes.asia.

Key 2012 dates

Delegate Registration: Open

Entries: Open

Entries deadline extended to 3 August 2012

Delegate early bird registration ends: 1 August 2012

Festival dates: 16-18 September 2012

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