

1<sup>st</sup> February 2013  
Media Release

## Gong 2013 Creative Circle Awards names Head of Jury for Direct, Promo & Activation; Integrated; Entertainment & Branded Content; Radio & Chinese

**Head of Jury, Direct/ Promo & Activation**  
**Steve Elrick**  
**Executive Creative Director, BBH Asia Pacific**



Steve began his ad career in the UK in the early 18th Century as a Copywriterscribesmith at Hall Advertising. He moved to Asia and Hong Kong (at the same time) landing at Bates in the early 90's and then onto Ogilvy as Executive Creative Director in 1995.

After a near subliminal spell at TBWA\Chiat\Day Los Angeles, Steve returned to Asia and arrived to his spiritual home of BBH. ECD of BBH Asia Pacific from 1999, Regional ECD (with responsibilities and spells in Tokyo, Shanghai and Mumbai) and member of the BBH Worldwide Board since 2005 he could not find any other credible reasons to make his title longer.

So in 2013, he has shortened it to 'Boss' at St. Eves - the sort of Creative Consultancy he might occasionally turn up to.

Steve's work has bukakke'd many of the Regional and International Award Shows.

Presently, Steve's favourite joke includes the line "You're scared! I have to walk out of here alone!"

**Head of Jury, Integrated**  
**Tay Guan Hin**  
**Regional Executive Creative Director SEA, JWT**  
**Global Executive Creative Director, Lux**



As a student, Tay Guan Hin was called into the principal's office many times because he drew comic characters all over his textbooks. One day, a teacher realised his potential and encouraged his parents, both doctors, to allow Guan to abandon their dream of medical school and pursue his real passion. That turn of events sparked a successful career. Right after he graduated from Art Center College of Design in Pasadena, he surprised himself by winning the Best of Show in the LA Creative Student Competition. That win helped him land a job at one of the most successful independent west coast agencies, Kresser/Craig.

Guan later returned to Singapore and worked in several creative hot shops, including Saatchi & Saatchi and Leo Burnett, before taking a regional role at Grey Worldwide. In 2005, he joined JWT as Regional Executive Creative Director of SEA and was later promoted to the additional role of Global Executive Creative Director of Unilever's Lux.

Part of his creative agenda was to transform Unilever, one of the most respected clients in JWT, into an award winning one, which he successfully did by winning the Spikes Asia 2012 Grand Prix Radio for Lux.

As part of the JWT's Worldwide Creative Council, he is tasked to bring up creativity in all channels of communication. His leadership helped to propel offices to capture Spikes Asia and Adfest Network of the year in 2008 and 2009.

In 2010, he became the first Singaporean to serve as a Cannes Lions Outdoor Jury President. He was also the first Asian to serve as a D&AD jury foreman in the Poster category, and was the second Asian to ever chair a CLIO Awards Jury, where he led the jury for Print, Poster, Innovative Media and Integrated campaigns.

Guan devotes the same passion and energy that goes into his work into mentoring young talent in Asia. Guan was instrumental in setting up the Crowbar Awards, AdFest's Young Lotus, and the Award School Asia, which foster budding talent in this region. He organised Portfolio Night and leads JWT Asia Pacific's on-the-ground effort as part of the agency's annual sponsorship of Young Spikes, and chaired the Singapore's Young Cannes Lions Creative Competition and for the first time, the young team brought home Singapore's first Young Cannes Lion, which happened to be gold.

Guan continues to hunt for his high school teacher on Facebook so he can thank her.

## **Head of Jury, Entertainment & Branded Content**

**Deepika Nikhilender**

**Leader, Business Planning – Mindshare Asia Pacific**



Deepika is based in Singapore as Leader, Business Planning Asia-Pacific (Insights, Analytics, Data and Strategy). She leads the community of specialists in the region creating valuable differentiation across a wide range of clients.

She started her career in India 18 years ago with Initiative Media India. Deepika moved to Singapore in 1996 with Ogilvy & Mather and was instrumental in launching Mindshare in 1998. She grew at a quick pace and went on to head up the Singapore MindShare operations from 2003 to 2006.

Since 2010, she has focused her efforts in evolving strategic outcomes honed in Insights, Data, Analytics and landing them in actionable strategies for clients.

She has managed several global accounts such as Unilever, Nestle, Nike, Kraft, Cerebos, HBO, BMW, Lufthansa, Mattel, Pepsi, Land Rover, KFC, Pizza Hut, Guinness, Kimberly Clark and Gillette. Whilst managing these businesses, she has gained rich experience in all Asia-Pacific markets.

Her contribution to the media community was recognized in 2006 when she was awarded the 'Media Person of the Year' at the Singapore Media Awards (SMA), organized by the Association of Accredited Advertising Agents Singapore. In 2011, Deepika was recognized as "Innovator of the Year" by THE INTERNATIONALIST magazine in New York and then went on to win the "Regional Client Leader of the Year" award by Campaign Asia in the same year.

**Head of Jury, Radio**  
**Clarence Chiew**  
**Creative Director, Iris Singapore**



Clarence Chiew's advertising career began at the sharp bend of the 21st century – a period which witnessed the rise of a global pandemic known as media buying consolidation, and the forced separation of media planning from creative strategy. Which, arguably, sparked a gradual devaluation of creativity in advertising? At least that's what Clarence told himself when he couldn't land his first gig at an international agency. So his career began at Crush and

10AM, local agencies where big breaks were not exclusive to big titles.

Ironically, it was as Associate Creative Director of JWT, that Clarence was able to effect his long-held belief that creatives deserve to advise their clients on more than 10% of the client's marketing budget. For the EDB, he helped to recalibrate their media efforts by creating a content platform for Singapore's business brand. For Silk Air, he helped create a promotion campaign that was awarded a Spikes Grand Prix in the media category.

Today, Clarence is the Creative Director of iris, where he is delighted to have found other enthusiastic survivors of the aforementioned plague. Some of them recently helped him build a Christmas tree powered by social media... all to sell **beer**.

**Head of Jury, Chinese**  
**Linda Leong**  
**Executive Creative Director**  
**SPH Creative Services**



Linda is the driving force behind the 28-strong Creative Services team that provides creative support for advertisers and the various SPH in-house brands.

An accomplished veteran in the creative industry, she has the honour of being Singapore's first Chinese Creative Director. It is a position that has taken her from strength to strength, with J Walter Thompson as her last agency stop before she relocated to Japan in 1989.

With her visionary leadership and razor sharp creative focus, SPH Creative Services has won many international and local awards in the past years.

**ABOUT THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS SINGAPORE**

The 4As is a non-profit trade association that represents advertising, media and marketing communications practitioners, agencies, and related businesses in Singapore.

4As' key objectives are to elevate the stature of this industry, provide a collective voice for the community, and nurture talent and creativity. To achieve its goals, the association works in close co-operation with other key stakeholders such as trade associations, education institutions and government bodies.

Besides organizing year-long programs to benefit its members and the industry, 4As also runs three reputable industry awards that recognize outstanding talents in advertising creativity and media: The Creative Circle Awards or the Gong Show; the Students Creative Awards, commonly known as The Crowbars; and the Singapore Media Awards. To date, 4As counts over 100 advertising and marketing communications practitioners, agencies and related businesses in Singapore as members. 4As member's account for almost 85% of annual Ad spend for Singapore

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