



Media Release
4th June 2013

Gong CCA is honoured to appoint Craig Davis, Matt Eastwood and Yang Yeo to its International Jury

"I'm delighted that Craig, Matt and Yang have accepted our invitation to join the Gong CCA 2013 jury. Not only are these gentlemen globally respected creative leaders, they're also reinventing advertising in their own way. With Brand Karma, Craig is finding a meeting point between commerce and social good, Matt is injecting fresh life into one of the world's oldest agencies and Yang Yeo is helping China find its place in the global advertising landscape. Together with the Singaporean jury, I look forward to judging the CCAs with them. "

Joji Jacob
Gong CCA 2013 Chairman
& Group Executive Creative Director, DDB Group Singapore

Craig Davis
Founder & CEO, Brandkarma

"Creativity" used to be a silly word in business. It was a good word to use if you wanted to blow yourself up in a boardroom, not get invited into one. But creativity is now back in business. It's seen as the key to unlocking growth through innovation. Actually, I think there are even better reasons for creativity, but it's certainly a good one.



I got into advertising as a way to use my imagination, to get involved with the most interesting aspects of client businesses, to see the world and work with some wonderful people. But most of all, it was a way to exercise my belief that creativity makes things

better – life, art and enterprise – and to help clients be more successful.

That belief helped me start my own agency straight out of AWARD School, become Regional ECD for Saatchi & Saatchi Asia, Chief Creative Officer for JWT Worldwide and CCO of Publicis Mojo in Australia. It's also propelled me to start Brandkarma.com and a couple of new ventures planned for 2013.

Creativity is a force for good, creativity changes the world we live in and creativity powers progress. In a era of rapidly increasing complexity, ambiguity and uncertainty and the acceleration of everything, creativity has never been so valuable.



Matt Eastwood **Chief Creative Officer, DDB New York**



Described by Britain's Campaign magazine as a "unicorn" in the communications industry, Matt has overseen some of the most innovative and recognizable creative projects in advertising today. His career has spanned numerous agencies, specialties and countries, including Australia, the UK and US.

Having spent three years at DDB earlier in his career, Matt rejoined DDB Australia in 2006 as National Creative Director and Vice Chairman. He then joined DDB New York in 2010 as Chief Creative Officer.

During his seven-year career with DDB, the agency has been named Campaign Brief Agency of the Year, Australian Creative Hotshop, Adnews Agency of the Year, B&T Agency of the Year, Spikes Network of the Year, and Campaign magazine Network of the Year. DDB New York is currently Creativity Magazine's "Agency to Watch".

Yang Yeo **China Chairman & North Asia ECD** **JWT North Asia**



JWT Shanghai under Yang's leadership won the 'Agency of the Year' accolade at the Asia Pacific AdFest in 2009. The agency won Campaign's 'Agency of the Year' again in 2011, and the same jury made up of 42 senior marketing executives from the Asia Pacific region also named Yang the 'Creative of the Year' for his astounding accomplishment in the Greater China region.

In 2012, Yang received the 'Designer of the Year' award from the President of the Republic of Singapore, the country's highest honour recognizing the significant contributions and achievements in the realm of design and creativity.

Yang has created and led multiple Global Top Ten ranking campaigns including the legendary all-time most awarded print campaign in the world according to the Gunn Report. He has won many Gold, Silver and Bronze Lions at Cannes for clients such as adidas, China Environment Protection Foundation, Anta, Maxam, and China's first-ever Cannes Grand Prix in 2011 for Samsonite.



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Yang's creative reputation, solid leadership and consistent track record earned him a place on the Cannes Chimera Committee, where he was mentor to the 'Grand Challenges Exploration' organized by the Bill & Melinda Gates Foundation. He has also judged at Cannes, One Show, D&AD, London International, New York Festival, Adfest, and was Jury President at Spikes Asia and LongXi Awards.

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