

ADFEST 2019 UNVEILS ITS BIGGEST EVER LINE-UP OF GLOBAL CREATIVE LEADERS

FEATURING WARC, GOOGLE INDIA, FP7 MCCANN, 4As PHILIPPINES, ADK, TOYOTA MOTOR ASIA PACIFIC, HAKUHODO INC., P&G, ONE CLUB FOR CREATIVITY, D&AD, AND LEO BURNETT WORLDWIDE

ADFEST has unveiled its biggest ever line-up of creative, production and digital experts in the festival's 22-year history. With over 30 speaker sessions, ADFEST is also launching several new formats: the Breakout Stage will feature more intimate talks and presentations, while the Open Space Workshop area will feature highly interactive workshops such as 'Speed Dating With the Juries', which gives young creatives the chance to present their portfolios to ADFEST's 2019 jury. ADFEST is also launching TMRRW Biz School, a creative business school for marketing leaders.

This year's program is divided into two streams: Craft@ADFEST runs on 20th-21st March 2019, and will be dedicated to exploring the latest production, digital, content and technology trends. Creative@ADFEST runs on 22nd and 23rd March and is all about creativity – the DNA of ADFEST. ADFEST is pleased to confirm the following sessions:

'Trends from the World's Most Creative Campaigns', presented by Ed Pank, Managing Director, WARC Asia Pacific

Craft@ADFEST: Wednesday 20th March, 9.45am - 10.40am

The WARC Creative 100 is the successor to the Gunn Report – an annual ranking of global creative excellence. In this session, you'll discover work from around the world from this year's Creative 100. Come and be inspired and learn from the best.

'What would Juliet do? Staying creative in a changing world,' presented by Umma Saini, Brand & Creative Lead, Google India, Gurgaon

Craft@ADFEST: Thursday 21st March, 14.30 - 15.05

Where do we rest our faith and how do we stay relevant in such a fast changing world? Find out from Google's Umma Saini, who was ranked No.1 Creative Director in India by Campaign Brief Asia and No.10 in the world by the Big Won Report – one of only two women on the list and the first Indian woman to feature ever.

Let's Learn from the 'Creative Hackers', presented by Tahaab Rais, Regional Head of Strategy & Truth Central, FP7 McCann MENAT

Creative@ADFEST: Friday 22nd March, 11.15 - 11.50

What can we learn about innovation from the world's creative hackers? It's time we learnt about creativity from those who aren't brands nor agencies, says FP7 McCann's Tahaab Rais, the most awarded strategist in the Middle East, North Africa and Turkey region. Through videos and anecdotes, he'll inspire you with tales of people who create amazing work – without big budgets or timelines.

'Is advertising more fun in the Philippines?', presented by David Guerrero, Chairman of the 4As Philippines & Creative Chairman of BBDO Guerrero, Manila

Creative@ADFEST: Friday 22nd March, 11.50 – 12.25

David Guerrero will take you on a journey to explore the culture of the 7,641-island archipelago that makes up the Philippines and how it influences its works. Find out why it's been getting more fun in the Philippines through the eyes of one of country's leading creatives.

'Moving Toyota into Tomorrow, Today – Toyota's Movement Towards Positive Change' presented by ADK Singapore's Joshua Okada (Regional Business Director) and Chris Gurney (Regional Executive Creative Director) with Jerome Louis, General Manager, Toyota Brand

Management and Marketing Communication, Toyota Motor Asia Pacific

Creative@ADFEST: Friday 22nd March, 12:25 – 1pm

If you're curious to find out how Toyota, a 75-year-old automaker, is pivoting to be part of a massive shift in the way societies are developing and changing, don't miss this session from ADK Singapore and Toyota Motor Asia Pacific. Together, they'll explain how they are bringing to life the brand's vision of mobility through the Tokyo 2020 Olympic and Paralympic platform across Asia.

'Viva Commercial Films!!' presented by Hakuodo Inc.'s Mitsuaki Imura (Creative Director), Morihiko Hasebe (Executive Creative Director), Miho Hashimoto (Simultaneous Interpreter)

Creative@ADFEST: Friday 22nd March, 14.30 - 15.05

Morihiko Hasebe will lead a conversation with film master Mitsuaki Imura, last year's Cannes Silver Lion winner, about his film SAKERU GUMI ("Long Long Man"), which keeps winning on the global awards circuit. "For those who want to make a great film ad, come and see him on stage. You will get the tips to make the crazier films that sell," says Hasebe. This session will be simultaneously translated into English by Miho Hashimoto, Japan's best-known interpreter.

Can soap save the world? presented by Dominique Touchaud, Director, Procter and Gamble Singapore

Creative@ADFEST: Friday 22nd March, 15.05 – 15.40

When brands embrace causes bigger than their functional promise, their "right to do so" will be questioned – as we have just seen with Gillette and the debate on "toxic masculinity". In this session, Dominique Touchaud will explain how P&G brands solve this tension and show how brands can "do good" in a way that is good for business.

'The One Club for Creativity - More than just an Award Show', presented by Pat Baron, International Board Member, The One Club for Creativity & Chief Creative Officer at McCann Australia

Creative@ADFEST: Friday 22nd March, 15.40-16.15

As creative thinkers, marketers, innovators and problem solvers we spend our time and energy helping creativity play a meaningful role in culture and people's lives. Join The One Club and its mission to make a difference in our industry, be it Inclusion & Diversity, Education, Professional Development or Gender Equality.

Inspiring Creative Excellence, presented by Paul Drake, Director, D&AD London

Creative@ADFEST: Saturday 23rd March, 10.40 - 11.15am

By exploring some of the boldest work from the past year, D&AD's Paul Drake will give you insight into some of the wider cultural trends that are driving creativity. Be provoked to draw on different reference points in future projects and consider what this could mean for your work in the year ahead.

Through the President's Eyes I, moderated by Ted Lim, Chief Creative Officer of Dentsu Asia-Pacific

Creative@ADFEST: Saturday 23rd March, 15.05 - 15.55

Do you ever wish you could go behind the doors of the judging room to learn the secrets of what makes some works great, and others exceptional? In the first of two live panel sessions, Dentsu's Ted Lim will interrogate judges from this year's Brand Experience & Engagement Lotus & Direct Lotus; Design Lotus & Print Craft Lotus; Film Craft Lotus & New Director Lotus; and Interactive Lotus & Mobile Lotus juries.

Through the President's Eyes II, moderated by David Guerrero, Creative Chairman of BBDO Guerrero

Creative@ADFEST: Saturday 23rd March, 15.55 - 16.50

BBDO Guerrero's David Guerrero will lead a lively discussion with judges from this year's Audio

Lotus & Film Lotus; Branded Entertainment Lotus, Effective Lotus & Integrated Lotus; eCommerce Lotus & Media Lotus; INNOVA Lotus & Lotus Roots and Outdoor Lotus & Press Lotus juries.

Obey Your Hunches, presented by **Mark Tutssel, Leo Burnett Worldwide**

Creative@ADFEST: Saturday 23rd March, 16.50-17.25

In this fascinating session, Mark Tutssel will explain, “Why instinct, alchemy and entrepreneurial thinking will win the creative future.” Tutssel wants our industry to be brave again, and is encouraging creatives to follow their gut instincts and act on their hunches. Tutssel is Executive Chairman and Global Chief Creative Officer at Leo Burnett Worldwide.

ADFEST 2019 runs from 20th to 23rd March at the Royal Cliff Hotels Group in Pattaya, Thailand. To purchase tickets, visit www.ADFEST.com