

## **More about the Jury Presidents**

### **Craft Jury President:**

**Danny Searle**  
**Chairman, Chief Creative Officer**  
**BBDO Singapore**

Danny Searle started his career as a film editor where he spent five years putting together ads for other people. His first job in advertising was as a television producer. Just 12 months after joining the agency he was appointed Head of TV.

After two years producing ads, Danny switched to writing them. His very first job was for Colgate's detergent brand, 'Dynamo'. This campaign took the brand straight to the number one spot. And the commercial has been voted one of the top ten Australian ads of all time.

Next Danny became Senior Copywriter on the international client Garuda Indonesia and the Indonesian Tourist Board. At that time it was one of Australia's largest advertising accounts and it is no coincidence that very soon, Bali became Australia's number one holiday destination.

Then came a five year stint at Australia's most famous creative agency, The Campaign Palace Sydney, as Senior Copywriter. Whilst there, Danny worked on several of Australia's most famous campaigns.

In October 1996 Danny joined Young & Rubicam as Creative Director and was promoted to Executive Creative Director/Asia Pacific a year later.

In the creative journal *Campaign Brief* magazine's, 'Year 2000 Report', Danny was named as one of the top ten Australian award winners of the Decade.

In January 2001, Danny joined Australia's largest advertising and communications group, Clemenger BBDO, as Creative Director and Deputy Chairman. Over the next five years, Clemenger BBDO was named Australian Creative Agency of the Year, four times.

In a survey of the 100 leading Australian Marketing Directors by business magazine *BRW*, Danny Searle was voted Australia's Top Creative Director.

Danny moved to BBDO's regional headquarters in Singapore just over four years ago to take on the role of Chairman and Chief Creative Officer. In 2009, BBDO/Proximity Singapore was Asia's Most Creative Agency (at Cannes), Asia's most Effective Agency (the Asian Effies) and Asia's top Digital Agency (Asian Media Digital Awards).

He is currently one of four Creative Directors on the BBDO Worldwide Creative Board. And last year, BBDO was crowned Creative Network of the Year at Cannes, for the fourth year in a row.

### **Design Jury President:**

**Elsie Nanji**  
**Managing Partner**  
**Red Lion, India**

Elsie Nanji is managing partner at Red Lion, the design wing of Publicis Communications in India, and is a multiple award winner at both Indian and international award shows, including the Clio Awards, Cannes Lions, D&AD, Spikes Asia and The One Show.

Elsie has represented India as a returning jury member in several international award shows, including D&AD, the Clio Awards, AdFest and more recently as part of the design jury at Spikes Asia 2009 and the Cannes Lions in 2010.

She was the founding partner of Ambience, an agency that has featured in top five creative agency lists from the very first year it opened its doors, 20 years ago. Ambience has since joined the Publicis Worldwide network and, in April 2007, Elsie was offered to return to her passion for design and partner Publicis in creating a design cell called Red Lion.

In 2011, Red Lion was voted as one of the top five design brands in the country by *The Economic Times*. Red Lion has been the winner of a gold award at Goafest, both a silver and gold spikes at Spikes Asia, and a silver lion at Cannes, all in the design category.

Her hobbies include designing private homes, restaurants and corporate offices. Her design and concept for the Olive Restaurant chain earned it a place in the Gold List of the Condé Nast Traveler magazine in 2004. More recently, her design for the newly opened Four Seasons Mumbai's rooftop bar AER has been awarded 'Best Ambience' by the Times Food Guide in 2010.

Over the last five years, Elsie has been running the half marathon in the Standard Chartered Mumbai Marathon, and in 2009 was awarded the gold medal in her category.

She still maintains that her most rewarding creative efforts are her two children Yohaam (18) and Aria (15).

**PR Jury President:**

**Tim Sutton**

**Chairman**

**Weber Shandwick Asia Pacific**

Tim Sutton is Chairman of Weber Shandwick Asia Pacific. He is also Asia Pacific' Chairman of parent company Interpublic's CMG division which houses its 'below the line' marketing services businesses such as FutureBrand, GolinHarris, Jack Morton and Octagon.

Tim is one of the global PR industry's most respected practitioners with experience in key markets around the world. Before taking on his current position in 2007, he held similar responsibilities for IPG for many years in Europe, Middle East, and Africa region.

A renowned corporate and brand strategy expert, Tim has advised numerous companies on major restructuring and brand communications strategies, including Compass Group, IBM, Kingfisher and Unilever, and is a recognised authority on crisis management and employee communications. He directed the international program on behalf of the Save Darfur Campaign and more recently was an advisor to American Airlines in their campaign to retain Japan Airlines as an alliance partner in the OneWorld airline group.

For twelve years, Tim was personally responsible for the whole of the airline bmi british midland's corporate and brand development programs in Europe. This long term repositioning program remains the only European PR campaign to have won both of the industry's top awards: the PR Week Grand Prix and the IPR Sword of Excellence.

He was previously chairman of BSMG Worldwide's European operations and CEO of Charles Barker plc, then one of the UK's leading independent PR consultancies.

Tim was educated at Magdalen College, Oxford University. He is a frequent speaker at industry conferences, and a guest on radio and television business and media programmes.

**The Spikes Asia Advertising Festival: celebrating and inspiring Asia-Pacific creativity in advertising. Suntec City, Singapore, 18-20 September 2011**

Building on 24 years of the illustrious Spikes Awards, the Spikes Asia Advertising Festival is the result of a collaboration between the International Advertising Festival, organisers of Cannes Lions, Dubai Lynx and Eurobest, and Haymarket, publishers of Campaign Asia. The Festival provides the region's growing creative and advertising industry with a platform to network and exchange ideas, bringing together some of the finest creative thinkers from across the region and around the world.

Spikes Asia, attended by close to 1500 delegates in 2010, offers a challenging programme of seminars and workshops focusing on creativity and learning, exhibitions of creative work from Asia-Pacific, networking events in the evening and the Spikes Asia award show.

The Awards, judged by leading international and regional creatives, honour the best creative work in the categories of

Film, Print, Outdoor, Radio, Digital, Integrated, Direct, Promo & Activation, Media, Print & Poster Craft, Film Craft, Design, Mobile and PR.

**Key Dates**

Entries: Open

Entries deadline: 22 July 2011

Delegate registration: Open

End of Early Bird Registration: 1 August 2011

Festival Dates: 18-20 September 2011