

Portfolio

SHOWCASE OF AGENCIES IN ASIA-PACIFIC

2019

campaign

Focus Media

Leaders of China Living Space Media

- Targets **300** million urban citizens
- Main entrance of offline traffic
- **5400+** clients (Alibaba/Tencent/JD/P&G/Canon/SAMSUNG/KFC/Audi/Chrysler/Citi/JCB)
- Cover **300** cities in China: Shanghai, Beijing, Guangzhou, etc.
- Cover **11** cities overseas: Malaysia, Vietnam, Australia, Germany, etc.



Elevator-LCD



Elevator-Poster



Focus Film Ad



Hypermarket-LCD

Contact Information:

Address: 28-30 Floor, Zhaofeng World Trade Building, No. 369 Jiangsu Road, Shanghai, China

Tel: +86-21-32124661
<https://www.focusmedia.cn/>

CONTENTS

Brand director

Atifa Hargrave-Silk

Membership sales manager

Pennie Poon

Directory manager

Karen Wong

Data operations manager

Michelle Tai

Production manager

Liza Po

Head of design

Ben Browning

Senior art editor

Louise Liu

Designer

Sandy Chiu

Printing

Elite Printing Co., Ltd.
Room 1404-8, Hong Man Ind. Centre,
2 Hong Man Street, Chaiwan, Hong Kong

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Haymarket Media Ltd.
10/F, Zung Fu Industrial Building,
1067 King's Road, Quarry Bay,
Hong Kong
Tel: +852 3118 1500
Fax: +852 2122 5210
www.agency-portfolio.com
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Tel: +852 2122 5201
Email: customerservice@campaignasia.com

Asia-Pacific Agency Portfolio 2019

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Portfolio

SHOWCASE OF **AGENCIES** IN ASIA-PACIFIC

**ASIA'S BEST CREATIVE, MEDIA
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campaign

Advertising

REGIONAL

ASATSU-DK INC (ADK)

Toranomon Hills Mori Tower, 1-23-1,
Toranomon, Minato-ku, Tokyo 105-6312,
Japan
Tel: +81 368303811
Email: adkpr@adk.jp
Website: www.adk.jp/en/
Personnel
President & Group CEO Shinichi Ueno

BARTLE BOGLE HEGARTY ASIA PACIFIC

5 Magazine Road, #03-03 Central Mall,
Singapore 059571
Tel: +65 65003000
Email: yanyi.chen@bartlebogleghegarty.com
Website: www.bartlebogleghegarty.com
Personnel
General Manager Chen, Yan Yi

BATES CHI&PARTNERS

71 Robinson Road, #07-01, Singapore 068895
Tel: +65 63953100; Fax: +65 63953139
Website: www.bateschi.com

BBDO ASIA

30 Merchant Road, #03-12 Riverside Point,
Singapore 058282
Tel: +65 65332200; Fax: +65 65106991
Website: www.bbdoasia.com
Personnel
Chairman & CEO, Asia Jean-Paul Burge

CBA ASIA

Suite 701, 7/F, Hoseinee House,
69 Wyndham Street, Central, Hong Kong
Tel: +852 2868 4778; Fax: +852 2868 4117
Email:
delphine.landreau-piolet@cba-design.com
Website: www.cba-design.com
Personnel
Managing Director CBA Asia
..... Delphine Landreau-Piolet

CHEIL WORLDWIDE INC.

222 Itaewon-ro, Yongsan-gu,
Seoul 04404, Korea
Tel: +82 237802114; Fax: +82 237802730
Email: jh214.lim@cheil.com
Website: www.cheil.com
Personnel
Global PR Manager Annie Lim

CREATIVE UNDERGROUND

Units A-C, 25/F Seabright Plaza,
9-23 Shell Street, North Point, Hong Kong
Email: louis@thecreativeunderground.net
Website: www.thecreativeunderground.net
Personnel
Client Service Director Louisa Harker

DDB GROUP ASIA

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 66714488; Fax: +65 66714440
Email: david.tang@sg.ddb.com
Website: www.ddb.asia
Personnel
Chief Executive Officer, DDB Group Asia
..... David Tang

DDB GROUP AUSTRALIA & NEW ZEALAND

46-52 Mountain St.,
Ultimo NSW 2007,
Australia
Tel: +612 8260 2222
Fax: +612 8260 2444
Email: marty.ohalloran@anz.ddb.com
Website: www.ddb.com.au
Personnel
Chairman & CEO, DDB Group ANZ
..... Marty O'Halloran

DDB MUDRA GROUP

Mudra House, Opp. Grand Hyatt,
Santacruz East, Mumbai 400055,
India
Tel: +91 2262950808
Fax: +91 2233080304
Email: aditya.kanthy@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Group Managing Director,
DDB Mudra Group Aditya Kanthy

DENTSU AEGIS NETWORK/ ASIA PACIFIC

1 Wallich Street,
#22-01 Guoco Tower,
Singapore 058881
Tel: +65 65014900
Website: www.dentsuaegisnetwork.com/
asiapacific
Personnel
Executive Chairman, Asia Pacific
..... Takaki Hibino



EDENRED SINGAPORE

36 Prinsep Street #04-01,
Singapore 188648
Tel: +65 6229 8686
Website: www.edenred.com.sg
Personnel
COO, SEA, Marketing Services JB Ray
Marketing Director, SEA,
Marketing Services Carolin Chan
Company Profile
Here at Edenred, we bring innovative
B2B2C relationship marketing to your
business. With a complete suite of loyalty
management, reward solutions and
services, we combine the best in ideas
and planning to bring greater value
for your business. Through a range of
engagement strategies, data analytical
methodologies, scalable and secure
technologies, we can build strong
partnerships for your business. With over
60 years of experience, we have been
delivering successful CRM/PRM loyalty
solutions for Fortune 500 companies
across the Agriculture, Financial, FMCG,
Lifestyle, Manufacturing and Technology
Industries in Asia Pacific.



FAMOUSLY EFFECTIVE SINCE 1917

GREY GROUP ASIA PACIFIC

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600
Fax: +65 6223 8992
Email: nirvik.singh@grey.com
Website: www.grey.com/amea

Personnel
Chairman & Chief Executive Officer,
Asia Pacific Nirvik Singh
Chief Financial Officer,
Asia Pacific Ali Belgaumi
Branches/Affiliates
Australia, Bangladesh, China, Hong Kong,
India, Indonesia, Japan, Korea, Malaysia,
New Zealand, Pakistan, Philippines,
Singapore, Sri Lanka, Thailand, Vietnam
Company Profile

Grey Group ranks among the largest
global communications companies.
Its parent company is WPP. 'Famously
Effective Since 1917', Grey Group serves
a blue chip client roster of many of the
world's best known companies. Grey
Group is represented in 96 countries,
with 432 offices operating in 154 cities.



FAMOUSLY EFFECTIVE SINCE 1917

GREY GROUP ASIA PACIFIC

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600
Fax: +65 6223 8992
Email: nirvik.singh@grey.com
Website: www.grey.com/amea

Personnel
Chairman & Chief Executive Officer,
Grey Group Asia Pacific Nirvik Singh
Chief Financial Officer,
Grey Group Asia Pacific Ali Belgaumi
Branches/Affiliates
Australia, Bangladesh, China, Hong Kong,
India, Indonesia, Japan, Korea, Malaysia,
New Zealand, Pakistan, Philippines,
Singapore, Sri Lanka, Thailand, Vietnam
Company Profile

Grey is the advertising network of Grey
Group. Grey Group ranks among the
largest global communications
companies. Its parent company is WPP.
'Famously Effective Since 1917', Grey
serves a blue chip client roster of many
of the world's best known companies.
Grey won the 2015 Cannes Lions Inno-
vation and the 2015 Cannes Lions Product
Design awards. The agency was also
recognized as "2014 Global Agency of
the Year" by The Global Awards, "2014
Global Agency of the Year" by ADWEEK,
"2014 Agency of the Year" by AD AGE,
as well as by FAST COMPANY as one of
"World's 50 Most Innovative Companies."

DENTSU INC.

1-8-1, Higashi-Shimbashi, Minato-ku,
Tokyo 105-7001, Japan
Tel: +81 362168042; Fax: +81 362175515
Email: s.kannan@dentsu.co.jp
Website: www.dentsu.com

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

**GEOMETRY GLOBAL
ASIA PACIFIC**

10/F, WPP Campus, 399 Hengfeng Road,
Shanghai 200070, China
Tel: +86 21 2287 8311
Email: diana.cawley@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer..... Diana Cawley

HAKUHODO INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6322, Japan
Tel: +81 36441 8111
Email: koho.mail@hakuhodo.co.jp
Website: www.hakuhodo.jp

Personnel

President & CEO Masayuki Mizushima

**INTEGRATED COMMUNICATIONS
GROUP**

71 Neil Road, Singapore 088900
Tel: +65 6227 6700; Fax: +65 6227 6800
Email: contact@groupicg.com
Website: www.groupicg.com

Personnel

Chief Executive..... Kong Man Haw

IRIS APAC

19 China Street, #02-02, Singapore 049561
Tel: +65 6327 6300
Fax: +65 6327 3035
Email: luke.nathans@iris-worldwide.com

Personnel

Regional CEO, APAC Luke Nathans

**J. WALTER THOMPSON ASIA
PACIFIC REGIONAL OFFICE**

50 Scotts Road, #01-01,
Singapore 228242
Tel: +65 6880 5088
Email: cris.prystay@jwtt.com
Website: www.jwtt.com/asiapacific

Personnel

CEO, Asia Pacific..... John Gutteridge

HAVAS GROUP ASIA PACIFIC

80 Robinson Road, #20-02, Singapore 068898
Tel: +65 6317 6600; Fax: +65 6317 6700
Email: mike.amour@havas.com
Website: www.havasgroup.com

Personnel

Chairman & CEO Mike Amour

Company Profile

Havas, formerly known as Euro RSCG Worldwide, is a leading integrated marketing communications agency and was the first agency to be named Global Agency of the Year by both Advertising Age and Campaign in the same year. The Havas Worldwide Network is made up of 20,000 employees in 120 cities and 75 countries, with 316 offices and provides advertising, marketing, corporate communications, and digital and social media solutions to clients, including Air France, BNP Paribas, Citigroup, Danone Group, IBM, Mondelēz International, Lacoste, Merck, Pernod Ricard, PSA Peugeot Citroën, RB, Sanofi, and Volvo. Headquartered in New York, Havas is the largest unit of the Havas Group, a world leader in communications (Euronext Paris SA: HAV.PA).

**HAVAS GROUP AUSTRALIA &
NEW ZEALAND**

Level 7, 155 Clarence St, Sydney,
NSW 2000, Australia
Tel: +61 2 9213 3000
Email: anthony.freedman@havas.com
Website: http://au.havas.com

Personnel

Chairman..... Anthony Freedman

HAVAS GROUP GREATER CHINA

11/F Novel Building,
887 Huaihai Zhong Road,
Shanghai 200020, China
Tel: +86 21 3397 8666
Email: mason.lin@havas.com
karl.wu@havas.com
Website: http://cn.havas.com

Personnel

Chairman..... Mason Lin
Chief Executive Officer..... Karl Wu

**HAVAS GROUP SOUTHEAST ASIA
& INDIA**

80 Robinson Road #20-01, Singapore 068898
Tel: +65 6645 4700; Fax: +65 6645 4701
Email: vishnu.mohan@havas.com
Website: www.havasgroup.com

Personnel

Chairman & CEO Vishnu Mohan

LABBRAND

Unit 202, Building 7, No. 50 Moganshan Road,
Shanghai, China
Tel: +86 21 6298 8956 (Shanghai) +33
140594437 (Paris); Fax: +86 21 6298 0775

Email: global@labbrand.com

Website: www.labbrand.com

Personnel

Chief Executive Officer..... Vladimir Djurovic

LIPPINCOTT**LIPPINCOTT**

Room 904 Central Plaza,
18 Harbour Road, Wanchai, Hong Kong
Tel: +852 2301 7540
Email: venus.lam@lippincott.com
Website: www.lippincott.com

Year Established

1943

Personnel

Senior Partner Dr. Stefan Fillip

No. of Employees

200

Branches/Affiliates

Hong Kong, Boston, New York,
San Francisco, London, Seoul, Paris,
Tokyo

Company Profile

Lippincott is a global creative consultancy. We bring to our clients' toughest challenges the acumen, rigor and preparedness of a premier business consulting firm - and the spirit, courage and imagination of a world-class innovation and design agency.

We grow our clients' businesses by creating new meaning in their customers' lives. For the past 75 years we've combined business insight with the discipline of design thinking and doing. The result is a powerful approach to inventing businesses, brands and experiences that emotionally connect.

We are proud to be part of Oliver Wyman, a leading management consulting firm with offices in 50+ cities across 26 countries. This collaboration allows us to draw on deep industry knowledge and specialized expertise to drive meaningful impact for our clients.

LIPPINCOTT

We are a global creative consultancy
specializing in brand and innovation.
Learn how we can help grow your
business today.

www.lippincott.com

We gave Coca-Cola its ribbon. DURACELL its  top and ebay
a modern face. We named  and gave Walmart its 
We helped  achieve new HEIGHTS and made  ICONIC.
We worked with  to go beyond COFFEE
and  to redefine  the FAST FOOD experience.
We gave ANDAZ its SOPHISTICATION and SAMSUNG
its SWAGGER. We're a creative consultancy specializing in
 and innovation.



McCANN
WORLDGROUP

McCANN WORLDGROUP ASIA PACIFIC

40A Orchard Road, 09-01,
The MacDonald House,
Singapore 238838
Tel: +65 6737 9911
Fax: +65 6738 8334
Email: jessica.davey@mccannwg.com
Website: www.mccannworldgroup.com

Personnel
President, McCann Worldgroup
(Asia Pacific) Charles Cadell
Chairman, McCann Worldgroup
(Asia Pacific) Prasoon Joshi
Chief Marketing Officer,
Regional New Business (APAC)
..... Jessica Davey
Regional Managing Director
(Asia Pacific), Craft Worldwide
..... Melissa Chan
CEO (Asia Pacific) Weber Shandwick
..... Baxter Jolly
Chairman (Asia Pacific), FutureBrand
..... Susie Hunt

Countries Covered

Australia, Bangladesh, China,
Hong Kong, India, Indonesia, Japan,
Korea, Malaysia, New Zealand,
Pakistan, Philippines, Singapore,
Sri Lanka, Taiwan, Thailand

Company Profile

McCann Worldgroup, the world's most
creatively effective marketing services
company, is dedicated to helping brands
play a meaningful role in people's
lives. With over 20,000 employees in
more than 100 countries, the network
includes: McCann (advertising),
MRM//McCann (digital marketing/
relationship management), Momentum
Worldwide (total brand experience),
McCann Health (professional/dtc
communications), CRAFT (global
adaptation and production), Weber
Shandwick (public relations),
FutureBrand (consulting/design),
and PMK-BNC (entertainment/brand/
popular culture). McCann Worldgroup
is part of the Interpublic Group (NYSE:
IPG).

MULLENLOWE ASIA-PACIFIC

MullenLowe Asia-Pacific/MullenLowe
Profero/MullenLowe Open/MullenLowe
(Singapore) Pte Ltd, 90 Eu Tong Sen Street,
4th Floor, Singapore 059811
Tel: +65 6849 4888; Fax: +65 6292 3818
Email: BusinessDev.SM@mullenlowe.com
Website: www.mullenlowe.com

Personnel
APAC CEO Vincent Dignonnet

OGILVY ASIA PACIFIC

23/F, The Center, 99 Queen's Road Central,
Hong Kong
Tel: +852 2568 0161; Fax: +852 2535 6940
Email: kentandchris@ogilvy.com
Website: www.ogilvy.com

Personnel
Co-CEOs Kent Wertime & Chris Reitermann

OMNICOM GROUP

Suite 1501, 15/F, Cityplaza 4, 12 Tai Koo Wan
Road, Tai Koo Shing, Hong Kong
Tel: +852 2820 1806; Fax: +852 2511 8320
Email: serge.dumont@omnicomgroup.com
Website: www.omnicomgroup.com

Personnel
Vice Chairman & Chairman Asia Pacific
..... Serge Dumont

PMG ASIA PACIFIC PTE LTD

71 Neil Road, Singapore 088900
Tel: +65 6324 7955; Fax: +65 6324 8284
Email: tim.jones@pmgasia.com
Website: www.pmgasia.com

Personnel
Managing Director Tim Jones

SUPERUNION

50 Scotts Road #04-02, Singapore 228242
Tel: +65 6351 1338
Email: Singapore@superunion.com
Website: www.superunion.com

Personnel
CEO, Asia Benedict Gordon

TBWA \ASIA-PACIFIC

991C Alexandra Road #01-12,
Singapore 119971
Tel: +65 6225 5288
Fax: +65 6415 1164
Email: general.sg@tbwa.com
Website: www.tbwa.com

Personnel
President Asia Ian Pearman

Y&R ASIA

50 Scotts Road, #03-01, Singapore 228242
Tel: +65 6671 3000
Fax: +65 6671 3002
Email: Beverly.ho@yr.com
Website: www.yr.com

Personnel
Head of Regional Accounts and Business
Development Beverly Ho

ZENO GROUP ASIA

Beach Centre, 15 Beach Road, Singapore
Email: papri.dev@zenogroup.com
Website: www.zenogroup.com

Personnel
CEO Zeno Asia Pacific Margaret Key

AUSTRALIA

303 MULLENLOWE SYDNEY

Level 2, 33 Playfair Street, The Rocks, Sydney,
NSW 2000, Australia
Tel: +61 2 9555 2100
Website: www.303mullenlowe.com.au

Personnel
Chairman & CEO Australia Nick Cleaver

303 MULLENLOWE PERTH

Level 2, 242 Murray Street, Perth,
WA 6000, Australia
Tel: +61 8 9388 2303
Fax: +61 8 9388 2202
Website: www.303mullenlowe.com.au

Personnel
Chief Executive Officer Nick Cleaver

ACCELERATE CREATIVE STRATEGIES

Head Office: Level 40, 100 Miller Street,
North Sydney, Sydney, NSW 2060, Australia
Tel: +61 2 9657 1344
Email: craig@accelr8.com.au
Website: www.accelr8.com.au

Personnel
Managing Director Craig Poole

AFFINITY

Suite 15, Level 3, 50 Stanley Street,
Darlinghurst, NSW 2010, Australia
Tel: +61 2 8354 4400
Email: hello@affinity.ad
Website: www.affinity.ad

Personnel
Chief Executive Officer Luke Brown

AM ADVERTISING DESIGN PTY LTD

P0 Box 252, Church Point, Sydney,
NSW 2105, Australia
Tel: +61 2 8206 9292; Fax: +61 2 9999 5832
Email: andrew@amadesign.com.au
Website: www.amadesign.com.au

Personnel
Managing Director/Creative Director
..... Andrew Mills

ASLAN DESIGN & GRAPHICS

25 Glen Street, Marrickville, NSW 2204,
Australia
Tel: +61 2 9558 2244; Fax: +61 2 9591 2253
Email: enquiries@aslandesign.com.au
Website: www.aslandesign.com.au

Personnel
Managing Director Charlene Walker

BCI AUSTRALIA

86 Chandons Street, St Leonards, Sydney,
NSW 2065, Australia
Tel: +61 2 9432 4100; Fax: +61 2 9432 4111
Email: m.krups@bciaustralia.com
Website: www.bciaustralia.com

Personnel
Group Chairman & Chief Executive Officer
..... Matthias Krups

BLACKBOCKS/JAMSHOP

49 Beulah Road, Norwood, Adelaide,
SA 5067, Australia
Tel: +61 8 707 13355
Website: www.blackbocks.com

Personnel
Managing Director Cameron Hockey

BLAZE ADVERTISING

Level 25, 2 Southbank Blvd, Southbank,
Melbourne, VIC 3006, Australia
Tel: +61 3 8668 8000; Fax: +61 3 8668 8011
Email: casey.aimer@blazeadvertising.com.au
Website: www.blazeadvertising.com.au

Personnel
Head of Digital and Innovation Casey Aimer

BLOKE AUSTRALIA PTY LTD

Suite 5, 12-16 Chippen Street, Chippendale,
Sydney, NSW 2008, Australia
Tel: +61 2 9226 3903
Email: matt@bloke.com.au
Website: www.bloke.com.au

Personnel

Chief Executive Officer..... Matt Daunt

BMA PTY LTD

107/3 Bruce Street, Crows Nest, NSW 2065,
Australia
Tel: +61 2 9555 9299
Email: terryb@bmaads.com.au
Website: www.bmaads.com.au

Personnel

Managing Director & Strategy Planner
..... Terry Barnes

BMF PTY LTD

Level 2, 100 Harris Street, Pyrmont,
NSW 2009, Australia
Tel: +61 2 9552 7000; Fax: +61 2 9552 7060
Email: georgia.suttie@enero.com
Website: www.bmf.com.au

Personnel

New Business Director Georgia Suttie

BORN & RAISED

S6, Level One, 360 Pacific Highway,
Crows Nest, NSW, Australia
Tel: +61 2 9431 3000
Email: chris@born-raised.com.au
Website: www.born-raised.com.au

Personnel

Chief Executive Officer..... Christopher Harris

THE BRAND AGENCY

Kings Square 1, Level 2, 556 Wellington Street
cnr King Street, Perth, WA 6000, Australia
Tel: +61 8 9322 4433; Fax: +61 8 9322 5663
Email: reception@brandagency.com.au
Website: www.brandagency.com.au

Personnel

Managing Director Steve Harris

BWM DENTSU

Level 2, 44 Mountain Street, Ultimo,
NSW 2007, Australia
Tel: +61 2 8204 3800
Email: hello@bwmdentsu.com
Website: www.bwmdentsu.com

Personnel

Chief Creative Officer..... Rob Belgiovane

CHEIL AUSTRALIA

Upper Ground Level, 3 Murray Rose Avenue,
Olympic Park, Sydney, NSW 2127, Australia
Tel: +61 2 9735 3400
Fax: +61 2 9735 3401
Email: byunghoon.so@cheil.com
Website: www.cheil.com

Personnel

Managing Director Byunghoon So

CRE8 EXHIBITS & EVENTS PTY LTD

57A Darling Street, Balmain, NSW 2041,
Australia
Tel: +61 2 9555 5111
Email: sales@cre8exhibits.com.au
Website: www.cre8exhibits.com.au

Personnel

Webmaster Beau Medina

DDB GROUP AUSTRALIA

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2222; Fax: +61 2 8260 2444
Email: andrew.little@aus.ddb.com
Website: www.ddb.com.au

Personnel

Group CEO Australia Andrew Little

DDB SYDNEY PTY LTD.

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2222; Fax: +61 2 8260 2444
Email: priya.patel@syd.ddb.com
Website: www.ddb.com.au

Personnel

Managing Director Priya Patel

INTERBRAND AUSTRALIA

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2244; Fax: +61 2 8260 2444
Email: nathan.birch@interbrand.com.au

Personnel

Chief Executive Officer..... Nathan Birch

MANGO COMMUNICATIONS SYDNEY

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2844
Fax: +61 2 8260 2444
Email: tabitha.fairbairn@thisismango.com.au

Personnel

Managing Director Tabitha Fairbairn

TRACK SYDNEY

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2222
Fax: +61 2 8260 2777
Email: robert.limb@tracknz.com
Website: www.track-au.com

Personnel

CEO, TRACK Australia/New Zealand
..... Robert Limb

DDB REMEDY SYDNEY

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2888
Fax: +61 2 8260 2444
Email: john.bertolini@syd.ddb.com

Personnel

Managing Director John Bertolini

TRIBAL WORLDWIDE SYDNEY

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2828; Fax: +61 2 8260 2444
Email: jayde.smith@syd.ddb.com
Website: www.tribalworldwide.com

Personnel

Head of Digital Jayde Smith

DDB GROUP MELBOURNE

7 Electric Street, Cremorne, VIC 3121,
Australia
Tel: +61 3 9254 3600
Email: kate.sterling@mel.ddb.com
Website: www.ddb.com.au

Personnel

Group Managing Director Kate Sterling

DDB MELBOURNE

7 Electric Street, Cremorne, VIC 3121,
Australia
Tel: +61 3 9254 3600
Email: kate.sterling@mel.ddb.com
Website: www.ddb.com.au

Personnel

Group Managing Director Kate Sterling

MANGO COMMUNICATIONS MELBOURNE

7 Electric Street, Cremorne, VIC 3121,
Australia
Tel: +61 3 9254 3639
Email: kate.sterling@mel.ddb.com

Personnel

Group Managing Director Kate Sterling

TRACK MELBOURNE

7 Electric Street, Cremorne, VIC 3121,
Australia
Tel: +61 3 9429 4766
Email: tess.doughty@track-au.com
Website: www.track-au.com

Personnel

Managing Director Tess Doughty

TRIBAL WORLDWIDE MELBOURNE

7 Electric Street, Cremorne, VIC 3121, Australia
Tel: +61 3 9254 3555
Email:
matthew.oxley@au.tribalworldwide.com
Website: http://tribalmelbourne.com.au

Personnel

Managing Director Matt Oxley

ENSO

1/4 Kyabra Street, Newstead, Brisbane,
QLD 4006, Australia
Tel: +61 7 3503 8575; Fax: +61 7 3102 9270
Email: Michael@enso.com.au
Website: enso.com.au

Personnel

Managing Director Michael Mottarelli

FRECKLE & PARTNERS

Level 3, 223 Liverpool Street, Darlinghurst,
NSW 2010, Australia
Tel: +61 2 8353 8100
Email: enquiries@freckle.com.au
Website: www.freckle.com.au

Personnel

Director Tiffany Frecklington

GEOMETRY GLOBAL AUSTRALIA - MELBOURNE

Level 12, 380 St Kilda Road, Melbourne,
VIC 3004, Australia
Tel: +61 3 9690 1477
Email: sean.taylor@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer..... Sean Taylor

GEOMETRY GLOBAL AUSTRALIA - SYDNEY

Ground Floor, 1 Kent Street, Millers Point,
Sydney, NSW 2000, Australia
Tel: +61 2 9373 6333
Email: sean.taylor@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer..... Sean Taylor

GREY GROUP AUSTRALIA

Sydney

14 Argyle Place, Millers Point, NSW 2000, Australia
Melbourne

Level 2, 16 Palmer Parade, Cremorne, Victoria, 3121, Australia
Tel: +61 2 8417 7100 (SYD)
+61 3 9644 0010 (MEL)

Email: lee.simpson@whitegrey.com.au
Website: www.whitegrey.com.au

Personnel

Chief Operating Officer,
whiteGrey Australia Lee Simpson
Finance Director Lakun Agrawal

GREY MELBOURNE

Level 25, Freshwater Place, 2 Southbank
Boulevard, Melbourne 3006, Australia
Tel: +61 3 9644 0010
Email: claudia.mcinerney@whitegrey.com.au
Website: www.whitegrey.com.au

Personnel

Managing Director, whiteGrey Melbourne
..... Claudia Mcinerney

GREY SYDNEY

14 Argyle Place, Millers Point, NSW 2000, Australia
Tel: +61 2 8417 7100 (SYD)
Email: lee.simpson@whitegrey.com.au
Website: www.whitegrey.com.au

Personnel

Managing Director, Grey Sydney
..... Lee Simpson

HAVAS GROUP AUSTRALIA & NEW ZEALAND

Level 7, 155 Clarence Street, Sydney, NSW 2000, Australia
Tel: +61 2 9213 3000
Email: anthony.freedman@havas.com
Website: au.havas.com

Personnel

Chairman Anthony Freedman

HAVAS MELBOURNE

132B Gwynne Street, Richmond, Melbourne, VIC 3121, Australia
Tel: +61 3 9426 5300
Email: matt.houltham@havas.com
Website: www.au.havas.com

Personnel

Group Managing Director Matt Houltham

HOST/HAVAS

Level 7, 155 Clarence Street, Sydney, NSW 2000, Australia
Tel: +61 2 9963 7711; Fax: +61 2 9957 5766
Email: laura.aldington@havas.com
Website: www.au.havas.com

Personnel

Chief Executive Officer Laura Aldington

IDEAWORKS

Level 15, 35 Clarence Street, Sydney, NSW 2000, Australia
Tel: +61 2 9909 4646
Email: danny.lattouf@yr.com
Website: www.ideaworks.com.au

Personnel

Regional Head of Retail, Y&RANZ
..... Danny Lattouf

IDEOLOGY AUSTRALIA PTY LTD

Level 2, 267 St Georges Terrace, Perth, WA 6000, Australia
Tel: +61 8 6243 3410
Email: contact@brandideology.com.au
Website: www.brandideology.com.au

Personnel

Managing Director Jaimie Ratten

THE INTEGER GROUP AUSTRALIA

Level 3, 137 Pyrmont Street, Pyrmont, NSW 2009, Australia
Tel: +61 2 8584 5500
Email: wyliefowler@integer.com
Website: australia.integer.com

Personnel

General Manager Wylie Fowler

INTERNATIONAL CREATIVE SERVICES

1712 Mantra Building,
568 St Kilda Road,
Melbourne, VIC 3004, Australia
Tel: +61 1300 804 3722
Email:

hello@internationalcreativeservices.com.au
Website:

www.internationalcreativeservices.com.au

Personnel

Managing Director Anne Miles

IRIS WORLDWIDE

Level 5, 117 Harrington Street, Sydney, NSW 2000, Australia
Tel: +61 431 120 442
Email: enquiries@iris-sydney.com
Website: www.iris-worldwide.com

Personnel

Managing Director Peter Clifton-Smith

J. WALTER THOMPSON MELBOURNE

Rosella Complex, Building 18A,
64 Balmain Street, (cnr Palmer Pde),
Richmond, VIC 3121, Australia
Tel: +61 3 9868 9111
Fax: +61 3 9867 7568
Email: michael.godwin@jwt.com
Website: www.jwt.com.au

Personnel

Managing Director Michael Godwin

J. WALTER THOMPSON SYDNEY

Level 7, 235 Pyrmont Street, Pyrmont, NSW 2009, Australia
Tel: +61 2 9947 2222
Fax: +61 2 9947 2244
Email: paul.everson@jwt.com
Website: www.jwt.com.au

Personnel

Managing Director Paul Everson

KANTAR TNS AUSTRALIA (BRISBANE)

Ground Floor, Y&R House,
Stanley Street Plaza, Southbank,
Brisbane, QLD 4101, Australia
Tel: +61 7 3011 4215
Email: Alistair.Leathwood@kantartns.com
Website: www.tnsglobal.com

Personnel

Executive Director Alistair Leathwood

KANTAR TNS AUSTRALIA (MELBOURNE)

18/64 Balmain Street, Cremorne, Melbourne, VIC 3121, Australia
Tel: +61 3 8862 5900

Email: Alistair.Leathwood@kantartns.com
Website: www.tnsglobal.com

Personnel

Executive Director Alistair Leathwood

KANTAR TNS AUSTRALIA (PERTH)

Ground Floor, 24 Railway Road,
Subiaco, Perth, WA 6008, Australia
Tel: +61 8 9489 4200

Email: Alistair.Leathwood@kantartns.com
Website: www.tnsglobal.com

Personnel

Executive Director Alistair Leathwood

KANTAR TNS AUSTRALIA (SYDNEY)

The Bond Level 6, 30 Hickson Road
Millers Point, Sydney, NSW 2000, Australia
Tel: +61 2 9563 4200
Email: Alistair.Leathwood@tnsglobal.com
Website: www.tnsglobal.com

Personnel

Executive Director Alistair Leathwood

LEAP AGENCY

Level 2, 132 Gwynne Street Cremorne, Melbourne, VIC 3121, Australia
Tel: +61 3 9090 3034
Email: tony.prentice@leapagency.com.au
Website: www.leapagency.com.au

Personnel

Managing Director Tony Prentice

LEO BURNETT MELBOURNE

Level 7, 28 Freshwater Place,
South Bank, Melbourne, VIC 3006, Australia
Tel: +61 3 9251 1300
Fax: +61 3 9251 1350
Email: melinda.geertz@leoburnett.com.au
Website: www.leoburnett.com.au

Personnel

Chief Executive Officer Melinda Geertz

LEO BURNETT SYDNEY

Level 6, No. 26 Hickson Road,
Millers Point, Sydney, NSW 2000, Australia
Tel: +61 2 9925 3555
Fax: +61 2 9957 2152
Email: melinda.geertz@leoburnett.com.au
Website: www.leoburnett.com.au

Personnel

Chief Executive Officer Melinda Geertz

LIGHTSPEED SYDNEY (ASIA PACIFIC HEADQUARTERS)

Level 12, 338-344 Pitt Street, Sydney, NSW 2000, Australia
Tel: +61 2 8017 6700
Email: laura.robby@lightspeedresearch.com
Website: www.lightspeedresearch.com

Personnel

General Manager, Australia and New Zealand
..... Laura Robby

LIGHTSPEED MELBOURNE

Level 2, 16 Palmer Parade, Cremorne,
Melbourne, VIC 2000, Australia
Tel: +61 3 9208 1818
Email: laura.robby@lightspeedresearch.com
Website: www.lightspeedresearch.com

Personnel

General Manager, Australia and New Zealand
..... Laura Robby

M&C SAATCHI MELBOURNE

129 York Street, South Melbourne,
Melbourne, VIC 3208, Australia
Tel: +61 3 9693 1400
Email: lucy.billington@mcsaatchi.com.au
Website: www.mcsaatchi.com.au

Personnel

Business Development Lucy Billington

M&C SAATCHI SYDNEY

99 Macquarie Street, Sydney, NSW 2000,
Australia
Tel: +61 2 9019 6000; Fax: +61 2 9019 5000
Email: lucy.billington@mcsaatchi.com.au
Website: www.mcsaatchi.com.au,
www.mcsaatchi.com.au

Personnel

Business Development Lucy Billington

MCCANN WORLDGROUP

Royal Naval House, 32 Grosvenor Street,
The Rocks, Sydney NSW 2000, Australia
Tel: +61 2 9994 4000; Fax: +61 2 9994 4010
Email: Nicole.Taylor@mccannwg.com
Website: www.mccann.com;
www.mccann.com.au

Personnel

CEO, McCann Worldgroup Australia
..... Nicole Taylor

Sydney

Royal Naval House, 32 Grosvenor Street,
The Rocks, Sydney NSW 2000, Australia
Tel: +61 2 9994 4000; Fax: +61 2 9994 4010

Melbourne

Level 7, 574 St. Kilda Road, Melbourne,
VIC 3000, Australia
Tel: +61 3 9993 9333; Fax: +61 3 9993 9300
Email: Nicole.Taylor@mccannwg.com
Georgina.Pownall@mccann.com
Website: www.mccann.com
www.mccann.com.au

Personnel

CEO, McCann Worldgroup Australia
..... Nicole Taylor

Managing Director,
McCann Melbourne Georgina Pownall

Brisbane

Level 3, Unit 3001, 200 Creek Street,
Brisbane, QLD 4000, Australia
Tel: +61 7 5512 1050

Gold Coast

Level 9, 50 Cavill Ave, Surfers Paradise,
QLD 4217, Australia
Tel: +61 7 5512 1050
Email: Nicole.Taylor@mccannwg.com
Phillippa.Netolicky@mccann.com

Personnel

CEO, McCann Worldgroup Australia .. Nicole Taylor
Managing Director,
McCann Queensland Phillippa Netolicky

MOMENTUM WORLDWIDE

Level 2, 26-32 Pyrmont Bridge Road,
Pyrmont, NSW 2009,
Australia
Tel: +61 2 8333 0000
Fax: +61 2 8333 0001
Email: gus@mccannww.com.au
Website: www.mccannww.com

Personnel

Managing Director Gus Guthrie

MRM//McCANN

Royal Naval House, 32 Grosvenor Street,
The Rocks, Sydney NSW 2000,
Australia
Tel: +61 2 9994 4000
Fax: +61 2 9994 4010
Email: Nicole.Taylor@mccannwg.com
Website: www.mrm-mccann.com

Personnel

CEO, McCann Worldgroup Australia
..... Nicole Taylor

MCCANN HEALTH

351 Crown Street, Surry Hills,
NSW 2010, Australia
Tel: +61 2 9058 8500
Email: Ash.Kuchel@mccannhealth.com.au
Website: www.mccannhealth.com.au

Personnel

Managing Director Ash Kuchel

FUTUREBRAND**Sydney**

Tenancy 2, 267 Cleveland St,
Redfern NSW 2016,
Australia

Melbourne

Level 2, 114 Flinders Street,
Melbourne VIC 3000, Australia
Tel: +61 2 8231 4575

Personnel

CEO, AU, NZ & SEA Richard Curtis

CRAFT WORLDWIDE

Royal Naval House, 32 Grosvenor Street
The Rocks, Sydney NSW 2000,
Australia
Tel: +61 2 9994 4000
Fax: +61 2 9994 4010
Email: Nicole.Taylor@mccannwg.com
Website: www.craftww.com

Personnel

CEO, McCann Worldgroup Australia
..... Nicole Taylor

MKTG BRISBANE

Gasworks Plaza, Lobby 2, Level 2,
76 Skyring Terrace, Newstead, QLD 4006,
Australia
Tel: +61 7 3119 2400
Website: www.mktg.com

MKTG MELBOURNE

Emerald House, 105 York Street,
South Melbourne, VIC 3205, Australia
Tel: +61 3 9693 8144
Fax: +61 3 9690 9318
Email: mconnell@mktg.com
Website: www.mktg.com

Personnel

Managing Director, Sports & Entertainment
..... Matt Connell

MKTG SYDNEY

Level 3, 20 Windmill Street, Walsh Bay,
Sydney, NSW 2000, Australia
Tel: +61 2 8094 6900
Website: www.mktg.com

OGILVY MELBOURNE

Level 12, Royal Domain Centre,
380 St Kilda Road, Melbourne,
VIC 3004, Australia
Tel: +61 3 9690 1477
Email: melbourne@ogilvy.com.au
Website: www.ogilvy.com.au

Personnel

Chief Executive Officer, Australia David Fox

OGILVY SYDNEY

The BOND, Level 5, 30 Hickson Road,
Millers Point, Sydney, NSW 2000, Australia
Tel: +61 2 937 36333
Email: sydney@ogilvy.com.au
Website: www.ogilvy.com.au

Personnel

Chief Executive Officer, Australia David Fox

PERCEPT BRAND DESIGN

Level 1, 80 Cronulla Street, Cronulla,
NSW 2230, Australia
Tel: +61 2 9544 3200
Email: gabrielle@percept.com.au
Website: www.percept.com.au

Personnel

General Manager Gabrielle Gleeson

PMG INTEGRATED COMMUNICATIONS PTY LTD

Chancellor House, Suite 13,
895 Pacific Highway, Pymble,
NSW 2073, Australia
Tel: +61 2 9983 1763
Fax: +61 2 9988 0176
Email: contact@pmgasia.com
Website: www.pmgasia.com

Personnel

General Manager Paul Fitzsimmons

PUBLICIS AUSTRALIA

Bond Store 3, 30 Windmill Street, Walsh Bay,
NSW 2000, Australia
Tel: +61 2 9258 9000; Fax: +61 2 9258 9001
Email: matt.james@publicismedia.com
Website: www.publicis.com.au

Personnel

Chief Executive Officer Matt James

SAATCHI & SAATCHI AUSTRALIA

70 George Street, The Rocks, Sydney,
NSW 2000, Australia
Tel: +61 2 8264 1111; Fax: +61 2 9235 0617
Email: anthony.gregorio@saatchi.com.au
Website: www.saatchi.com

Personnel

Chief Executive Officer Anthony Gregorio

SCOPE PRODUCTIONS

Flourmill Studios, Studio 210, 3 Gladstone
Street, Newtown, Sydney, NSW 2042,
Australia
Tel: +61 2 9519 3810; Fax: +61 2 9519 3814
Email: info@scopeproductions.com.au
Website: www.scopeproductions.com.au

Personnel

Creative Producer Shaq Abboud

Australia/Bangladesh

THE SHOPPER COLLECTIVE

Suite 101, 4/637 Pittwater Road, Dee Why,
NSW 2099, Australia
Tel: +61 410 718 545
Email: info@theshoppercollective.com
Website: www.theshoppercollective.com

Personnel

Founder & CEO Peter Wilson

SMART QUEENSLAND

Level 9, 50 Cavil Avenue, Surfers Paradise,
Gold Coast, QLD 4217, Australia
Tel: +61 7 5512 1050
Email: queensland@smart.com.au
Website: www.smart.com.au

Personnel

Contact Marketing Team

SQWARE PEG

Level 7, 151 Castlereagh Street, Sydney,
NSW 2000, Australia
Tel: +61 2 9299 9001; Fax: +61 2 9299 9002
Email: reid@sqwarepeg.com
Website: www.sqwarepeg.com

Personnel

Managing Director Reid Meldrum

STRATEGY CREATIVE

74A Ann Street, Surry Hills, Sydney,
NSW 2010, Australia
Tel: +61 2 9212 1112
Email: syd@strategycreative.com
Website: www.strategycreative.com

Personnel

Managing Partner Jussara Bierman

SUDLER SYDNEY

Level 6, 35 Clarence St., Sydney, NSW 2000,
Australia
Tel: +61 2 9931 6111
Fax: +61 2 9931 6162
Email: cherie.davies@sudler.com
Website: www.sudler.com

Personnel

Creative Director Cherie Davies

THEM ADVERTISING

1/26 The Parade West, Kent Town,
South Australia 5067, Australia
Tel: +61 8 8363 2717
Email: mark@them.com.au
Website: www.them.com.au

Personnel

Managing Director Mark Wightman

VISUAL CULTURE

Level 17, 31 Queen Street,
Melbourne, VIC 3000,
Australia
Tel: +61 3 9775 3917
Email: info@visualculture.com.au
Website: www.visualculture.com.au

Personnel

Owner and Founder Simon Holt

THE WALK

2/166 Wellington Street, Collingwood,
VIC 3066, Australia
Tel: +61 3 997 30204
Email: nick@thewa.lk
Website: www.thewa.lk

Personnel

Digital Director Nick Cantor

TBWA GROUP SYDNEY

Level 3, 137 Pyrmont Street, Pyrmont,
NSW 2009, Australia
Tel: +61 2 8584 5500
Email: sydney.reception@tbwa.com
Website: www.tbwa.com.au

Personnel

Regional Chief Executive Officer Australia &
New Zealand Paul Bradbury

TBWA GROUP MELBOURNE

288 Coventry Street, South Melbourne,
VIC 3205, Australia
Tel: +61 3 9690 8555
Email: mel.reception@tbwa.com
Website: www.tbwa.com.au

Personnel

Chief Executive Officer Kimberlee Wells

TBWA GROUP ADELAIDE

First Floor, 275 Rundle Street, Adelaide,
SA 5000, Australia
Tel: +61 3 9690 8555
Email: adelaide.reception@tbwa.com
Website: www.tbwa.com.au

Personnel

Chief Executive Officer Kimberlee Wells

WITH COLLECTIVE

Level 1, 85 Commonwealth Street
Surry Hills, NSW 2010, Australia
Tel: +61 2 8203 2128
Email: Justin.Hind@withcollective.com
Website: www.withcollective.com

Personnel

CEO & Co-founder Justin Hind

WORKSHOP AUSTRALIA

Level 1, 341 Barrenjoey Road,
Newport, Sydney, NSW 2106, Australia
Tel: +61 2 417 677 260
Fax: +61 2 921 13355
Email: alirac@wshop.com.au
Website: www.wshop.com.au

Personnel

Managing Partner Alira Connell

Y&R BRISBANE

Y&R Group House, Stanley Street Plaza,
South Bank, Brisbane, QLD 4101, Australia
Tel: +61 7 3218 1000
Email: adam.kennedy@yr.com
Website: www.yranz.com

Personnel

Managing Director Adam Kennedy

Y&R MELBOURNE

Level 25, 2 Southbank Boulevard,
Southbank, Melbourne, VIC 3000, Australia
Tel: +61 3 9287 1200
Email: julian.bell@yr.com
Website: www.yranz.com

Personnel

Managing Director Matthew Farrugia/Julian Bell

Y&R SYDNEY

Level 15, 35 Clarence Street, Sydney,
NSW 2000, Australia
Tel: +61 2 9778 7100
Email: sasha.firth@yr.com
Website: www.yranz.com

Personnel

Managing Director Sasha Firth

BANGLADESH

AD VENTURE

Taj Mension, Morich Wala by lane, West Corner
Office Factory Road, Chittagong, Bangladesh
Tel: +88 031 714 790
Email: adstyle.venture@gmail.com

Personnel

Head of Creative & Strategic Planning
..... Qazi Muhammad Rajish Imran

ADCOMM LTD

110 Love Road, Tejgaon, Dhaka 1208,
Bangladesh
Tel: +880 2 887 0470
Fax: +880 2 887 8246
Email: contact@adcommad.com
Website: www.adcommad.com

Personnel

Chairperson Geeteara Safiya Choudhury
Managing Director .. Nazim Farhan Choudhury

ARTISTRY MARKETING & COMMUNICATIONS LTD.

UTC Building, Level 19, 8 Panthapath,
Kawranbazar, Dhaka 1215, Bangladesh
Tel: +880 1711289386
Email: partha@artistrymcl.com
Website: www.artistrymcl.com

Personnel

Managing Director Partha Pratim Choudhury

CTMRS LIMITED

House 2/5A, 2nd & 4th Floor, Road 05, Block
A, Lalmaita, Dhaka 1207, Bangladesh
Tel: +880 2 812 2348
Email: roy.amitesh@ctmrs-bd.com
Website: www.ctmrs-bd.com

Personnel

Chairman & MD Amitesh Roy

GREY GROUP BANGLADESH

House 6 (5th Floor), Road 137, Block SE (D),
Gulshan 1, Dhaka 1212, Bangladesh
Tel: +880 2 5504 4825
Fax: +880 2 5504 4833
Email: ketan.desai@grey.com

gousul.shaan@grey.com

Website: www.grey.com/bangladesh

Personnel

Chief Executive Officer
..... Syed Gousul Alam Shaon

GREY DHAKA

House 6 (5th Floor), Road 137, Block SE (D),
Gulshan 1, Dhaka 1212, Bangladesh
Tel: +880 2 5504 4825
Fax: +880 2 5504 4833
Email: gousul.shaan@grey.com

Website: www.grey.com/bangladesh

Personnel

Chief Executive Officer
..... Syed Gousul Alam Shaon

HEADOFFICE COMMUNICATION

House #50, Road No #10/ALake Road,
Dhanmondi R/A, Dhaka 1209, Bangladesh
Tel: +880 2 913 8441; +880 18 1923 9100
Email: shkhan@h-office.com
Website: www.h-office.com

Personnel

Chief Executive Officer Shoheb H Khan

NEPTUNE ADVERTISING LTD

House #6/14, Block #A,
(Hasina De Place), Lalmatia,
Dhaka 1207, Bangladesh
Tel: +88029114957
Email: info@neptunegroupbd.com
Website: www.neptunegroupbd.com
Personnel
Director Emran-ul-Hsam

OGILVY BANGLADESH

2 Bir Uttam A.K., Khandakar Road,
5/F, Mohakhali C/A, Dhaka 1212,
Bangladesh
Tel: +88029858336
Email: fahima.choudhury@ogilvy.com
Website: www.ogilvy.com
Personnel
Director Fahima Choudhury

PAPER RHYME ADVERTISING LTD

House 67c1 Road 13B, Blk E Banani 1212,
Dhaka 1213, Bangladesh
Tel: +8801713065353
Fax: +88028857751
Email: saif@paperhymebd.com
Website: www.paperhymebd.com
Personnel
Managing Director AZM Saif

PURPLEWOOD LTD

Apt. 601, House 145, Road 03,
Block A, Niketan, Gulshan 1, Dhaka 1212,
Bangladesh
Tel: +8801757111010
Email: tarik@purplewoodbd.com
Website: purplewoodbd.com
Personnel
Chairman Tarik Hasan Somy

RECTANGLE COMMUNICATIONS LTD

Snowdrops, Holding 78, Road 11,
Level 5, Suite A5, Block M, Banani,
Dhaka 1213,
Bangladesh
Tel: +88028836116
Email: rasel@rectanglebd.com
Website: www.rectanglebd.com
Personnel
CEO & Managing Director
..... Mohammad Rasheduzzaman Rasel

ROOP

3W Gulshan Grace, CWS(C) 8 South Avenue,
Gulshan 1, Dhaka 1212,
Bangladesh
Tel: +88029840100
Email: yh@roopbd.com
Website: www.roopbd.com
Personnel
CEO and Chief Creative Officer ... Yusuf Hassan

TBWA BENCHMARK

House-9, Road 16, Gulshan 1, Dhaka 1212,
Bangladesh
Tel: +88028812415
Fax: +88029889917
Email: ashraf@tbwabenchmark.com
Website: www.tbwabenchmark.com
Personnel
CEO & Managing Director Ashraf Kaiser

TRADEXCEL GRAPHICS LIMITED

House 833, Road 12 (New),
Avenue 4, DOHS Mirpur, Dhaka 1216,
Bangladesh
Tel: +880258070832
Email: rashed@tgi.com.bd
Website: www.tradexcelgraphics.com
Personnel
COO & CTO Rashed Al Mamoon

UNITREND LTD (A McCANN WORLDGROUP AFFILIATE)

31/A Western Road, 1st Floor DOHS Banani,
Dhaka 1206, Bangladesh
Tel: +88029835407
Fax: +88029835406
Mobile: +8801711816638
Email: info@unitrendbd.com
muneer_ahmed@unitrendbd.com
zulfiqar_ahmed@unitrendbd.com
Website: www.unitrendbd.com
Personnel
Managing Director & Creative Chief
..... Muneer Ahmed Khan
Director Zulfiqar Ahmed
Chief Executive Officer Taslim Ahmed

CAMBODIA

ANGKOR RESEARCH AND CONSULTING LTD.

#7A, St 173, Sangkat Toul Tom Poun II,
Khan Chamcamorn, Phnom Penh,
Cambodia
Tel: +85523222501
Email: inquiries@angkorresearch.com
Website: www.angkorresearch.com
Personnel
Managing Director Ian Ramage

BRAINS COMMUNICATION

298 Monivong Boulevard, Phnom Penh,
Cambodia
Tel: +85523210933
Email: laurent@brains-comm.com
Website: www.brains-comm.com
Personnel
Managing Director Laurent Notin

CAMBODIA MEDIA & RESEARCH FOR DEVELOPMENT (CMRD)

#33V Building 3rd Floor,
Street 606, Boeng Kok II,
Toul Kork, Phnom Penh,
Cambodia
Tel: +855236997276
Email: neary@cmrd.com.kh
Website: www.cmrd.com.kh
Personnel
Operation Director Chea Vitvaneary

COMZONE (CAMBODIA)

#78, Street 608 Beungkok,
Khan Toul Kok, Phnom Penh,
Cambodia
Tel: +85581888680
Email: lundy@thecomzone.com
Website: www.thecomzone.com
Personnel
Group Chief Executive Officer Lundy So

CREAM INDOCHINA

Unit 1, No 13, Street 57, BKK 1, Phnom Penh,
Cambodia
Tel: +85512804382
Email: brennden@creamindochina.com
Website: cream.com.kh
Personnel
Managing Partner Brenden Arnold

DIRECTIONS ADVERTISING CO LTD

House 138, St. Pritheacha Hun Neang,
Sangkat Phnom Penh Thmey,
Khan Sen Sok, Phnom Penh,
Cambodia
Tel: +85523900028
Email: info@directionsgroup.biz
Website: www.directionsgroup.biz
Personnel
Group Chief Executive Officer Lundy So

FCB CAMBODIA

No. 9, Street 208, Sangkat Boeung Rang,
Khan Daun Penh, Phnom Penh,
Cambodia
Tel: +85523223305
Fax: +85523223306
Email: chantup@fcb-cbd.com
Website: www.fcb.com
Personnel
Managing Director Chantup Desabaedya

FILMPRO PRODUCTION AND POST HOUSE

#78, Street 608 Beungkok,
Khan Toul Kok, Phnom Penh, Cambodia
Tel: +85523880960
Email: producer@filmpro.biz
Website: www.filmpro.biz
Personnel
Group Chief Executive Officer Lundy So

HAVAS BAREFOOT

25 Street 566, Khan Toul Kork,
Phnom Penh 12152,
Cambodia
Tel: +85523885671
Email: warwick.olds@havas-ro.com
Website: havas-ro.com
Personnel
Managing Director Warwick Olds

HAVAS RIVERORCHID CAMBODIA

25 Street 566, Khan Toul Kork,
Phnom Penh 12152, Cambodia
Tel: +85523885671
Email: anthony.keck@havas-ro.com
Website: havas-ro.com
Personnel
Managing Director, Chief Operations Office
..... Anthony Keck

IDEAFACORY ADVERTISING CO LTD

#65, Street 53BT, Sangkat Boueng Tumpun,
Khan Meanchey, Phnom Penh,
Cambodia
Tel: +85578888288
Email: sokha@idea-factory-ads.com
Website: www.idea-factory-ads.com
Personnel
Managing Director Sokha Chheng

IMS CONSULTING GROUP

No. 2-4 Ad, St 29cc, Block 40,
Toul Pangro Village, Sangkat Chomchao,
Kham Dangkor, Phnom Penh, Cambodia
Tel: +855 12920 144
Email: steven@imgroups.biz
Website: www.imgroups.biz
Personnel
Group General Manager Steven King

KANTAR TNS CAMBODIA

3rd Floor SSN building, 66 Norodom Blvd,
Phnom Penh, Cambodia
Tel: + 855 23 216 391
Email: eelco.dijkhuizen@tnsglobal.com
Website: www.tnsglobal.com
Personnel
General Manager Eelco Dijkhuizen

LIVE WIRE EVENTS CO LTD

InterContinental Hotel, Regency Complex C,
Suite 33A/168, Phnom Penh, Cambodia
Tel: +855 12983 796
Email: Imran@livewire-ent.biz
Website: www.livewire-ent.biz
Personnel
CEO/Owner Imran Sadiq

MELON ROUGE AGENCY

House #14, Street 97, Beoung Trobek,
Chamkamom, Phnom Penh, Cambodia
Tel: +855 2321 0550
Email: alexandre.b@melonrouge.asia
Website: www.melonrouge.asia
Personnel
Managing Director Alexandre Burgeat

OPUS (CAMBODIA) CO. LTD

Suite 3FN1 3rd Floor, VTrust Office Centre
Parkway Square, No. 113 Mao Tse Toung Blvd.
(St. 245), Phnom Penh 12156, Cambodia
Tel: +855 23987 014
Email: info@opus.com.kh
Website: www.opus.com.kh
Personnel
Managing Director Phillip Butler

PHIBIOUS CAMBODIA & LAOS

No. 23, 1st Floor, Street 288, BKK1,
Khan Chamkamom, Phnom Penh, Cambodia
Tel: +855 23 726 823; Fax: +855 23 726 823
Email: jimmy.lim@phibious.com
Website: www.phibious.com
Personnel
Regional CEO Jimmy Lim

RED DOT (CAMBODIA) CO., LTD

#46, Street 205 corner 388, Toul Svayprey
2, Chamkarmorn, Phnom Penh 12309,
Cambodia
Tel: +855 23 213 133; Fax: +855 23 213 033
Email: service@reddot.com.kh
Website: www.reddot.com.kh
Personnel
Managing Director John Seow

URBAN DESIGN STUDIO LIMITED

Studio 2, #95ae1, Street 118, Phnom Penh,
Cambodia
Tel: +855 77 442 045
Email: mark.lind@urbandesign.asia
Website: www.urbandesign.asia
Personnel
Creative Director Mark Lind

CHINA

ACXIOM GREATER CHINA INFORMATION SERVICES, LTD

4/F, No. 399 Bao Tun Road, Huang Pu District,
Shanghai 200011, China
Tel: +86 21 6132 3300; Fax: +86 21 6132 3399
Email: frederic.jouve@acxiom.com
Website: www.acxiom.com.cn
Personnel
Chief Executive Officer Frederic Jouve

ALWAYS (SHANGHAI) MARKETING SERVICES CO. LTD.

4/F Gangtai Plaza, 700 East Yan'an Road,
Shanghai, China
Tel: +86 21 2310 6666
Fax: +86 21 2310 6333
Email: general.enquiry@alwaysmkt.com
Website: www.alwaysmkt.com
Personnel
Managing Director Jiang Gong Qiang

AMPLIFI CHINA

11/F, 5 Corporate Avenue, 150 Hubin Road,
Shanghai 200021, China
Tel: +86 21 3335 1184
Fax: +86 21 3335 2111
Email: elaine.chen@dentsuaegis.com
Website: www.dentsuaegisnetwork.com.cn
Personnel
China President Tsuyoshi Suganami

APAX GROUP BEIJING

Lot No. 5 Jingyuan, No. 3 Guangqu Road,
Chaoyang District, Beijing 100126, China
Tel: +86 10 6778 3690
Fax: +86 10 6778 4468
Email: terence_chu@apaxgroup.com
Website: www.apaxgroup.com
Personnel
Founder & CEO Terence Chu

APAX GROUP SHANGHAI

Block 1, 1088 Wu Ding Road, Jing An District,
Shanghai 200040, China
Tel: +86 21 6249 0829; Fax: +86 21 6248 8377
Email: terence_chu@apaxgroup.com
Website: www.apaxgroup.com
Personnel
Founder & CEO Terence Chu

ASAP CREATIVE & COMMUNICATION LTD

Room 1707, 17/F, Qing Yun Modern Plaza,
No. 43, West of North San Huan Road,
Haidian District, Beijing 100037, China
Tel: +86 10 6123 0230; Fax: +86 10 6211 5552
Email: info@asapcreative.com.hk
Website: www.asapcreative.com.hk
Personnel
Director Patsy Yeung

BATES CHI&METHINKS GROUP

39/F, Tower 1, Grand Gateway 66,
1 Hongqiao Road, Shanghai 200030, China
Tel: +86 21 6037 7000; Fax: +86 21 6037 7660
Email: daniel.ding@bateschimethinks.com.cn
Website: www.bateschi.com
Personnel
Managing Director Daniel Ding

BBH CHINA LIMITED

1/F Building 2-3, 23 Shaoxing Road,
Shanghai 200020,
China
Tel: +86 21 6472 9292
Fax: +86 21 6445 9886
Email: arto.h@bartleoglehegarty.com
Website: www.bartleoglehegarty.com
Personnel
Executive Chairman Arto Hampartsoumian



BBDO CHINA

42/F, 1 Grand Gateway, 1 Hong Qiao Road,
Shanghai, China 200030
Tel: +86 21 2401 8000
Email: info@bbdo.cn
Website: www.bbdogc.com

Year Established
1991

Personnel
CEO - Greater China Tan Tze Kiat
Chairman & Chief Creative Officer -
Greater China Leong Wai Foong
Chief Operating Officer - Greater China
..... Hans G. Lopez-Vito
Chief Digital Officer - Greater China
..... Stephen Chu

No. of Employees
350+

Trade Membership
China 4As; American Chamber of
Commerce Shanghai

Company Profile
In China since 1991, BBDO CHINA
subscribes to the BBDO worldwide
obsession with creative excellence
as evidenced in the work for its clients
(Mercedes-Benz, Mars Wrigley
Confectionary, Johnson & Johnson, P&G,
Exxon Mobil, SC Johnson, Bayer, HP, GE,
FedEx, Disney, Visa, Tourism Australia,
Nestle, Master Kang, Fonterra,
Alibaba, VITA, McD etc.) BBDO CHINA
provides brand led holistic and integrated
communications solutions.

SHANGHAI

42/F, 1 Grand Gateway,
No. 1 Hong Qiao Road, Shanghai, China
200030
Tel: +86 21 2401 8000
Personnel
Managing Director Alvina Seah
Chief Creative Officer Awol Lai

BEIJING

Room 7E08, Tower 1,
No. 8, (LSH Center) Guangshun Avenue,
Chaoyang District, Beijing, China 100020
Tel: +86 10 5806 0900
Personnel
Managing Director Yeat Mung Koo
Executive Creative Director Howard Mok

GUANGZHOU

Room 806, Tower D, G. T Land Plaza,
No. 8 Zhu Jiang West Road, Zhu Jiang New
Town, Tian He District, Guangzhou,
China 510623
Tel: +86 20 8550 1088

Personnel

Managing DirectorEric Zhou

BBDO LIVE

Room 4307-4309, 1 Grand Gateway,
No. 1 Hong Qiao Road, Shanghai,
China 200030
Tel: +86 21 2401 8000
Email: info@bbdolive.cn
Website: www.bbdogc.com

Year Established

2008

Personnel

General ManagerGerald Tan

No. of Employees

30

Trade Membership

China 4As; American Chamber of Commerce
Shanghai

Company Profile

Orchestrators of live experiences that give
brands their "CNN Moment".

ENERGY BBDO

Room 3501-3502, 2 Grand Gateway, No. 3
Hong Qiao Road, Shanghai, China 200030
Tel: +86 21 6448 6988
Email: info@energybbdo.cn
Website: www.bbdogc.com

Year Established

2011

Personnel

Managing DirectorAlvina Seah

No. of Employees

30

Company Profile

Specialists that help brands navigate China's
dynamic digital ecosystem

BEAMY CREATIVE

No. 396 Yongjia Road, Block 6, Xuhui District,
Shanghai 200031, China
Tel: +86 21 5423 3675
Email: hello@wearebeamy.com
Website: www.wearebeamy.com

Personnel

Creative DirectorRon Lee

BEIJING BESTALL ADVERTISING CO., LTD

2F, Unit B Wansheng Assembly Hall,
120 Xiaoguan Street, Huayuan Road,
Haidian District, Beijing 100191, China
Tel: +86 10 6200 6999
Fax: +86 10 6200 9595
Email: bestall@bestall.com.cn
Website: www.bestall.com.cn

Personnel

General ManagerChen Shao Yun

BEIJING DELPHYS HAKUHODO ADVERTISING CO., LTD.

Room 901 Beijing Fortune Building,
5 Dong San Huan Beilu, Chaoyang District,
Beijing 100004, China
Tel: +86 10 6590 9366
Fax: +86 10 6590 9363

BEIJING DENTSU ADVERTISING CO., LTD.

3-5/F, East Tower, Genesis Beijing,
No. 8 Xinyuan South Road, Chaoyang District,
Beijing 100027, China
Tel: +86 10 5916 7997
Fax: +86 10 5916 7998
Email: express@dentsu.com.cn
Website: www.beijing-dentsu.com.cn

Personnel

CEO, Beijing DentsuAkimasa Baba

BEIJING HAKUHODO CO., LTD.

LD01-502, Building 5,
Liangmaqiao Diplomatic Office Building,
No. 19, Dongfang East Road,
Chaoyang District, Beijing 100600, China
Tel: +86 10 8599 9260

BEIJING PMG CONSULTING CO LTD

Unit A601, Hao Run Building, 50 DengShiKou
Street, Beijing 100006, China
Tel: +86 10 8511 2282
Fax: +86 10 6588 4800
Email: contact@pmgasia.com
Website: www.pmgasia.com

Personnel

General ManagerAaron Ow

BEIJING YUANZHIMENG ADVERTISING CO LTD

17/F West LG Twin Towers,
B12 Jian Guo Men Wai Avenue,
Chaoyang District, Beijing 100022, China
Tel: +86 10 6563 1200
Fax: +86 10 6563 1521
Email: digital@hsadchina.com
Website: www.hsadchina.com

Personnel

DirectorMyung Ky, Kim

BLUESTATEGY

Room 306-310, No 3, Lane 210,
Tai Kang Road, Shanghai 200025, China
Tel: +86 10 5647 9868
Email: parson@bluestategy.com.cn
Website: www.bluestategy.com.cn

Personnel

Managing DirectorParson Ge

BOOKMARK CONTENT

2702, WPP Campus, 399 Hengfeng Road,
Jing'an District, Shanghai 200070, China
Tel: +86 21 3325 6570
Website: www.bookmarkcontent.com

CHANGSHA HAKUHODO

Room 12040, 12/F, Zhong Tian Plaza Office
Building, 766 Wuyi Avenue, Furong District,
Changsha 410000, China
Tel: +86 731 8831 8770
Fax: +86 731 8831 8771

CHEIL CHINA

5/F Tower A, Pacific Century Place 2A,
Gongti North Road, Chaoyang District,
Beijing 100027, China
Tel: +852 3467 7727
Email: irene1.lam@samsung.com
Website: www.cheil.com

Personnel

PR ManagerIrene Lam

CONSUMER INSIGHT RESEARCH CO., LTD. (C-INSIGHT)

3/F, Huasheng Building,
600 Chengdu North Road,
Shanghai 200003, China
Tel: +86 21 5211 0348
Website: www.c-insight.com.cn/en/

COWAN BRAND DESIGN, BEIJING

Room 512/516, Building 39 Office,
No. 4 Gong Ti Bei Road,
Chaoyang District,
Beijing 100027,
China
Tel: +86 10 8458 5133
Email: axu@cowan.com
Website: www.cowan.com

Personnel

Group Account DirectorAda Xu

COWAN BRAND DESIGN, SHANGHAI

Room 901, 1045 Middle Huaihai Road,
Huaihai Plaza, Shanghai 200031,
China
Tel: +86 21 6333 6190
Email: axu@cowan.com
Website: www.cowan.com

Personnel

Group Account DirectorAda Xu

CREATIVE SOURCE ADVERTISING CO LTD

15/F, Tower West, Huaxin Plaza,
2 Shuiyin Road, Huanshi East Road 510075,
China
Tel: +86 20 3760 2260
Fax: +86 20 3760 1515
Email: siyuan@cs4a.com
Website: www.cs4a.com

Personnel

ChairmanHe Jian Qun

DDB CHINA GROUP

11F, Eco City, No. 1788 West Nanjing Road,
Shanghai 200040, PRC
Tel: +86 21 6263 4900
Fax: +86 21 6263 4940
Email: danny.mok@cn.ddb.com
Website: www.ddbchina.com

Personnel

President & CEODanny Mok

DDB SHANGHAI

11F, Eco City, No. 1788 West Nanjing Road,
Shanghai 200040, PRC
Tel: +86 21 6263 4900
Fax: +86 21 6263 4940
Email: lawrence.li@sh.ddb.com
Website: www.ddbchina.com

Personnel

Managing DirectorLawrence Li

TRIBAL WORLDWIDE SHANGHAI

11F, Eco City, No. 1788 West Nanjing Road,
Shanghai 200040, PRC
Tel: +86 21 6263 4900
Fax: +86 21 6263 4940
Email: allen.wang@sh.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

Managing DirectorAllen Wang

DDB GUOAN BEIJING

Area F, 7th Floor, (Tower A, LSH Center), No. 1 Building, No. 8 Courtyard, Guangshun South Street, Chaoyang District, Beijing 100102, PRC
Tel: +86 1057755490
Fax: +86 1057755491
Email: takho.lau@cn.ddb.com
Website: www.ddbchina.com

Personnel

Managing Partner & ECD Takho Lau

TRIBAL WORLDWIDE BEIJING

Area F, 7th Floor, (Tower A, LSH Center), No. 1 Building, No. 8 Courtyard, Guangshun South Street, Chaoyang District, Beijing 100102, PRC
Tel: +86 1057755490
Fax: +86 1057755491
Email: allen.wang@sh.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

Managing Director Allen Wang

DDB GUANGZHOU

Room 1202-1203, South Tower, G. T. Land Plaza, 8 Zhujiang Xi Road, Zhujiang New Town, Tianhe District, Guangzhou 510623, PRC
Tel: +86 2038739666
Fax: +86 2038739668
Email: matthew.cheng@cn.ddb.com
Website: www.ddbchina.com

Personnel

Managing Director Matthew Cheng

TRIBAL WORLDWIDE GUANGZHOU

Room 1202-1203, South Tower, G. T. Land Plaza, 8 Zhujiang Xi Road, Zhujiang New Town, Tianhe District, Guangzhou 510623, PRC
Tel: +86 2038739666
Fax: +86 2038739668
Email: allen.wang@sh.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

Managing Director Allen Wang

DENTSU AEGIS NETWORK CHINA

16/F, 5 Corporate Avenue, 150 Hubin Road, Shanghai, China
Tel: +86 21 3335 0888; Fax: +86 21 3335 2105
Email: info.china@dentsuaegis.com
Website: www.dentsuaegisnetwork.com.cn

Personnel

Chief Executive Officer Susana Tsui

DENTSU RIHAI COMMUNICATIONS CO., LTD.

7/F, East Tower, Genesis Beijing, No. 8 Xinyuan South Road, Chaoyang District, Beijing 100027, China
Tel: +86 10 5873 5757
Email: yoshida.shisei@dentsuone.com

Personnel

Chief Executive Officer Yoshida Shisei

DENTSU TOP CO., LTD.

Unit 2102-2104, 5 Corporate Avenue, No 150 Hubin Road, Shanghai, China
Tel: +86 21 3335 0808; Fax: +86 21 3335 2123
Email: Tsuyoshi.Komuro@dentsutop.com
Website: www.dentsutop.com

Personnel

Chief Executive Officer Tsuyoshi Komuro

DMI CHINA

Room 1108, ChuangZhan Building, No. 928 Xikang Road, Jin An District, Shanghai 200040, China
Tel: +86 21 6266 0966
Fax: +86 21 6358 6263
Email: info@dmichi.com.hk
Website: www.dmi.com.hk

Personnel

Chief Executive Officer Jo Jo So

FCB SHANGHAI

20/F Huai Hai Plaza, 1045 Huai Hai Zhong Road, Shanghai 200031, China
Tel: +86 21 2411 0388
Fax: +86 21 2411 0399
Email: josephine.pan@fcb.com
Website: www.fcb.com

Personnel

Chief Executive Officer, FCB Shanghai Josephine Pan

FILMPower PRODUCTION, SHANGHAI

Building 27-B, No. 2577, Longhua Road, Shanghai 200232, China
Tel: +86 21 6124 2188
Email: ericqian@filmpower.cc
Website: www.filmpower.cc

Personnel

Managing Director Eric Qian

FREEMAN PTE LTD - GUANGZHOU

Unit 1405 Block East, Yuexiu Neo-Metropolis, No. 232-258 Zhongshan 6th Road, Guangzhou 510180, China
Tel: +86 20 3421 0301
Email: Dionne.Holder@freemanxp.com
Website: http://freemanxp.com

Personnel

Managing Director, China Dionne Holder

FREEMAN PTE LTD, BEIJING

Room 103, Tower C, Building B36 Universal Business Park, 10 Jiu Xian Qiao Road, Chaoyang District, Beijing 100015, China
Tel: +86 10 5975 6968
Fax: +86 10 5975 6922
Email: Dionne.Holder@freemanxp.com
Website: http://freemanxp.com

Personnel

Managing Director, China Dionne Holder

FREEMAN PTE LTD, SHANGHAI

Room 101, Building 10, No 161, Lane 465, Zhenning Road, Changning District, Shanghai 200050, China
Tel: +86 21 5269 1571
Fax: +86 21 6231 0602
Email: Dionne.Holder@freemanxp.com
Website: http://freemanxp.com

Personnel

Managing Director, China Dionne Holder

FRENCH TOUCH

Room GH, 9th Floor, Yu Jia Mansion, 1336 Hua Shan Road, Shanghai 200052, China
Tel: +86 21 5269 4890; Fax: +86 21 5269 4891
Email: Ann.AN@gl-events.com
Website: www.gl-events.com

Personnel

Project Manager Hospitality Division... Ann AN

GEOMETRY GLOBAL BEIJING

Suite 901, Tower W3, Oriental Plaza, 1 East Chang An Avenue, Beijing 100738, China
Tel: +86 10 5983 3900
Email: tracy.fu@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer Tracy Fu

GEOMETRY GLOBAL GUANGZHOU

3/F, Regal Harbour, 195 Binjiang Dong Road, Haizu District, Guangzhou 510000, China
Tel: +86 20 2863 6888
Email: tracy.fu@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer Tracy Fu

GEOMETRY GLOBAL SHANGHAI

10/F, WPP Campus, 399 Hengfeng Road, Shanghai 200070, China
Tel: +86 21 2287 8328
Email: tracy.fu@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer Tracy Fu

GEORGE P. JOHNSON CHINA

Unit 703, SK Tower, 6A Jianguomenwai Street, Chaoyang District, Beijing 100022, China
Tel: +86 10 6529 8800
Fax: +86 10 6563 0103
Email: Phyllis.Teo@gpj.com
Website: www.gpj.com

Year Established

2002

Personnel

COO, Asia Pacific Phyllis Teo
VP, Managing Director Jun Gonzales
General Manager,
Integrated Marketing Services Joe Wong
Assistant General Manager,
Integrated Marketing Services Bonnie Zhang
Executive Creative Director Joey Khor
Executive Creative Director Eugene Cheok

Branches/affiliates

Beijing, Shanghai, Guangzhou and Hong Kong

No. of Employees

130

Company Profile

George P. Johnson is the world's leading experiential marketing agency, with an unparalleled network spanning 29 offices worldwide. GPJ creates innovative live, mobile and online experiences that motivate audience and activate brands. Campaign Asia Experiential Marketing Agency of the Year 2015 - Silver Winner. Campaign Asia Experiential Marketing Agency of the Year 2017 - Bronze Winner. CEI 2018 Event Marketing Award - Best Game Changer (Gold), Best Business Solution (Gold), Best B2B Campaign (Gold), Best Use of Technology (Silver). PMAA Dragons of Asia - Best Entertainment Campaign (Gold), Best B2B (Black) & Best Sales Generation (Black).

GIMC-HAKUHODO CO., LTD

Room 601, HM Tower, 3 Jinsui Road,
Tianhe District, Guangzhou 510080, China
Tel: +86 20 2830 8288; Fax: +86 20 2830 8306

GL EVENTS

Room GH, 9th Floor, Yu Jia Mansion, 1336 Hua Shan Road, Shanghai 200052, China
Tel: +86 21 5269 4890; Fax: +86 21 5269 4891
Email: jean-guillaume.lacoste@gl-events.com
Website: www.gl-events.com

Personnel

General Manager ... Jean-Guillaume LACOSTE

GLOBEONE - STRATEGY - BRAND - COMMUNICATION

16/F Feidiao International Building, 1065 Zhao Jia Bang Road, Shanghai 200030, China
Tel: +86 21 5178 1353; Fax: +86 21 5158 1686
Email: na.tang@globe-one.com
Website: www.globe-one.com

Personnel

Managing Director Na Tang

GREY GROUP GREATER CHINA

30/F & 31/F, @Convoy, 169 Electric Road, North Point, Hong Kong
Tel: +852 2510 6888; Fax: +852 2510 7541
Email: adam.oconor@grey.com
desmond.chan@grey.com

Website: www.grey.com/china

Personnel

Global Executive Director TH Peng
Executive Vice-President &
Chief Growth Officer Desmond Chan

GREY SHANGHAI

3/F, Block 3, The Bridge 8 Phase III, 550 Jumen Road, Shanghai 200023, China
Tel: +86 21 2320 2288
Fax: +86 21 2320 2200
Email: adam.oconor@grey.com
Website: www.grey.com/china

Personnel

Chief Executive Officer Adam O'Conor

GREY BEIJING

Suite 607-611, Tower W3, Oriental Plaza, No. 1 East Chang An Avenue, Beijing 100738, China
Tel: +86 10 8508 9668; Fax: +86 10 8518 5500
Email: adam.oconor@grey.com
Website: www.grey.com/china

Personnel

Chief Executive Officer Adam O'Conor

GREY SOCIAL

3/F, Block 3, The Bridge 8 Phase III, 550, Jumen Road, Shanghai 200023, China
Tel: +86 21 2320 2288; Fax: +86 21 2320 2200
Email: adam.oconor@grey.com
Website: www.grey.com/china

Personnel

Chief Executive Officer Adam O'Conor

GREY DPI GUANGZHOU

Unit 01, 20/F Tower A, Onelink Center, 230 Tianhe Road, Guangzhou, Tianhe District, China
Tel: +86 20 2826 3976; Fax: +86 20 3833 0404
Email: adeline.lee@grey-dpi.com

Personnel

Group Chief Executive Officer, Grey DPI
..... Adeline Lee

GUANGDONG BLACK HORSE ADVERTISING CO LTD

Room 1J, 6/F Shengdangxiao Building, 3 Jianshe Avenue, Guangdong, Guangzhou 510060, China
Tel: +86 20 8386 7608
Fax: +86 20 8376 5734
Email: blackhorse-china@126.com
Website: www.bh-ad.com.cn

Personnel

General Manager Xiaoping Zhang

GUANGDONG GIMC DELPHYS HAKUHODO ADVERTISING CO., LTD.

11/F Leatop Plaza, 32 Zhujiang Dong Road, Pearl River New City, Tianhe District, Guangzhou 510623, China
Tel: +86 20 8888 8022
Fax: +86 20 3878 6111

GUANGDONG INSIGHT BRAND MARKETING GROUP CO., LTD.

20/F, Development Centre, 3 Lin Jiang Road, Zhu Jiang Xin Cheng, Guangzhou 510623, China
Tel: +86 20 6260 6088
Fax: +86 20 6260 6006
Email: jameswong@gdinsight.com
Website: www.gdinsight.com

Personnel

President James Wong

GUANGDONG YANGCHENG ADVERTISING LTD, GUANGZHOU

14/F 1401, Dongzhao Building, 515 Dongfengzhong Road, Guangzhou 510045, China
Tel: +86 20 8761 5321
Fax: +86 20 8778 0304
Email: mandyluo@ycadv.com
Website: www.ycadv.com

Personnel

Media Director Mandy Lu

HAKUHODO COMMUNICATION PARTNERS ADVERTISING (SHANGHAI) CO., LTD.

Unit 1708, 17/F, T3 Office Tower of Raffles City Changning, No. 1193 Changning Road, Changning District, Shanghai 200051, China
Tel: +86 21 5230 6776
Fax: +86 21 5230 6772
Website: hcp.hakuhodo.cn

HAKUHODO INC. SHANGHAI REPRESENTATIVE OFFICE

Unit 1701, 17/F, T3 Office Tower of Raffles City Changning, No. 1193 Changning Road, Changning District, Shanghai 200051, China
Tel: +86 21 6240 1010
Fax: +86 21 6211 7592

HAKUHODO INSTITUTE OF LIFE AND LIVING SHANGHAI CO., LTD.

Unit 1703, 17/F, T3 Office Tower of Raffles City Changning, No. 1193 Changning Road, Changning District, Shanghai 200051, China
Tel: +86 21 6240 1010
Fax: +86 21 6211 7592
Website: www.shenghuozhe.cn

HAKUHODO INTELLIGENT PARTNERS ADVERTISING (SHANGHAI) CO., LTD.

Unit 1709, 17/F, T3 Office Tower of Raffles City Changning, No. 1193 Changning Road, Changning District, Shanghai 200051, China
Tel: +86 21 5230 6776
Fax: +86 21 5230 6771

HAKUHODO INTERNATIONAL CHINA CO., LTD.

Unit 1702, 17/F, T3 Office Tower of Raffles City Changning, No. 1193 Changning Road, Changning District, Shanghai 200051, China
Tel: +86 21 5230 6776
Fax: +86 21 5230 6770

HAKUHODO MEDIA DESIGN

Unit 1706, 17/F, T3 Office Tower of Raffles City Changning, 1193 Changning Road, Changning District, Shanghai 200051, China
Tel: +86 21 5230 6776; Fax: +86 21 5230 6770

HAVAS GROUP GREATER CHINA

11/F Novel Building, 887 Huaihai Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8666
Email: mason.lin@havas.com
Website: cn.havas.com

Personnel

Chairman Mason Lin
Chief Executive Officer Karl Wu

HAVAS CHINA

11/F Novel Building, 887 Huaihai Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8666
Fax: +86 21 3397 8777
Email: donald.chan@havas.com
Website: cn.havas.com

Personnel

Chief Executive Officer Donald Chan

HAVAS BEIJING

Flat E, Block 2, Dian Tong Creative Square, 7 Jiu Xianqiao North Road, Beijing 100015, China
Tel: +86 10 5923 2700
Fax: +86 10 5692 0235
Email: ben.wong@havas.com
Website: cn.havas.com

Personnel

Managing Director Ben Wong

HAVAS GUANGZHOU

Room 07, 16/F, 1 Zone, CTF Finance Centre, 6 Zhujiang Road East, Tianhe District, Guangzhou 510623, China
Tel: +86 20 3877 3282
Email: rica.huang@havas.com
Website: cn.havas.com

Personnel

General Manager Rica Huang

HAVAS SHANGHAI

11/F Novel Building, 887 Huaihai Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8666
Fax: +86 21 3397 8777
Email: icy.li@havas.com
Website: cn.havas.com

Personnel

Managing Director Icy Li Yuhong

HOGARTH (SHANGHAI) IMAGE DESIGN & PRODUCTION CO., LTD.

11F/1101, WPP Campus,
399 Hengfeng Road,
Shanghai 200070, China
Tel: +86 21 2287 7550
Email: info@hogarthww.com
Website: www.hogarthww.com

Personnel

Head of Broadcast Barry Yang

HYDROGEN CHINA

Suite 712, Building W1A,
Hi Tech South Road,
Nanshan Hi Tech Park Nanshan,
Shenzhen 518057,
China
Tel: +86 755 2590 0903
Email: wim@hydrogenchina.com
Website: www.hydrogenchina.com

Personnel

Managing Director Wim Harrington

IGOO (SHANGHAI) COMMUNICATIONS LTD

Flat 308, 3/F, 1018 Kangding Road,
JingAn District, Shanghai, China
Tel: +86 21 6294 1457 ext 102
Email: ben@igoo.com.hk
Website: www.igoo.cn.com
Personnel
CEO / Creative Chief Ben Lui

INNOMATIVE

Unit 5A, Building 3, Lane 465,
No. 181, Zhen Ning Road,
Chang Ning District, China
Tel: +86 21 6856 0889
Email: fireman@innomative.com
Website: www.innomative.com
Personnel
Chief Executive Officer Alex Shen

IRIS CONCISE WORLDWIDE

7/F 686 Jiujiang Road,
Huangpu District, Shanghai,
China
Tel: +86 18201729604
Email: jill.smith@iris-worldwide.com
Website: www.iris-concise.com
Personnel
Managing Director Jill Smith

J. WALTER THOMPSON BEIJING

Room 501, 5/F Jin Bao Tower,
89 Jin Bao Street,
Dongcheng District,
Beijing 100005, China
Tel: +86 10 8515 9500
Email: janet.dai@jwtd.com
Website: www.jwtdchina.com
Personnel
Managing Director Janet Dai

J. WALTER THOMPSON SHANGHAI

WPP Campus, 26F, 399 Heng Feng Road,
Shanghai 200070, China
Tel: +86 21 2287 7777
Fax: +86 21 2287 7776; +86 21 7777 7779
Website: www.jwt.com/Shanghai
Personnel
Managing Director George Shi

K&L ADVERTISING (SHANGHAI) LTD

Room 2005 Gang Tai Building,
700 Yan An Road East, Shanghai, China
Tel: +86 21 5385 1000
Fax: +86 21 5385 0680
Email: smitsui@klads.com.cn
Website: www.klads.com.cn
Personnel
Managing Director Shimpei Mitsui

KANTAR HEALTH - CHINA

399 Hengfeng Road, WPP Campus,
12F, Zhabei, Shanghai, China
Tel: +86 21 2287 0700
Email: Diana.Tan@kantarhealth.com
Website: www.kantarhealth.com
Personnel
General Manager Diana Tan

KANTAR TNS CHINA (BEIJING)

5F Building 20, Universal Business Park,
10 Jiu Xian Qiao Road, Beijing 100015,
China
Tel: +86 10 5926 7688
Email: marketing.china@tnsglobal.com
Website: www.tnsglobal.com
Personnel
General Contact TNS China Marketing

KANTAR TNS CHINA (GUANGZHOU)

A2001-2004, 20F, A Tower,
China International Center,
No. 33 Zhongshanshan Road,
Guangzhou 510055, China
Tel: +86 20 2829 4300
Email: marketing.china@tnsglobal.com
Website: www.tnsglobal.com
Personnel
General Contact TNS China Marketing

KANTAR TNS CHINA (SHANGHAI)

12F, WPP Campus, 399 Hengfeng Road,
Shanghai 200070, China
Tel: +86 21 2287 0870
Fax: +86 21 2287 0999
Email: marketing.china@tnsglobal.com
Website: www.tnsglobal.com
Personnel
General Contact TNS China Marketing

LABBRAND

Unit 202, Building 7,
No. 50 Moganshan Road, Shanghai,
China
Tel: +86 21 6298 8956
Fax: +86 21 6298 0775
Email: global@labbrand.com
Website: www.labbrand.com
Personnel
Chief Executive Officer Vladimir Djurovic

LEO BURNETT GREATER CHINA

12F, Henderson 688,
688 West Nan Jing Road,
Shanghai 200041, China
Tel: +86 21 6028 3100
Fax: +86 21 6028 3101
Website: http://leoburnett.com.cn
Personnel
President & Chief Creative Officer,
Greater China Carol Lam

LEO BURNETT BEIJING

Room 503, West Tower of Prosper Center,
No. 5 Guanghua Road, Chaoyang District,
Beijing 100020, China
Tel: +86 10 8588 3388; Fax: +86 10 8588 3333
Website: www.leoburnett.com.cn
Personnel
Managing Director, Beijing Frank Liu

LEO BURNETT SHANGHAI

Suite 1201 Henderson 688,
688 West Nan Jing Road,
Shanghai 200041, China
Tel: +86 21 6028 3100
Fax: +86 21 6028 3101
Email: angle.wong@sh.leoburnett.com
Website: www.leoburnett.com.cn
Personnel
Managing Director, Shanghai Angie Wong

LIGHTSPEED BEIJING

7/F, Huali Building, 58 Jinbao Street,
East City District, Beijing 100005, China
Tel: +86 10 8513 0028
Email: jeff.tsui@lightspeedresearch.com
Website: www.lightspeedresearch.com
Personnel
Managing Director, Greater China Jeff Tsui

LIGHTSPEED SHANGHAI

6/F, Building 6, Fenglin Link, 485 Fenglin
Road, Xuhui District, Shanghai 200032, China
Tel: +86 21 2287 0400
Email: jeff.tsui@lightspeedresearch.com
Website: www.lightspeedresearch.com
Personnel
Managing Director, Greater China Jeff Tsui

McCANN WORLDGROUP

25/F, Huaihai Plaza, 1045 Huaihai Road,
Shanghai 200031, China
Tel: +86 21 2411 1110
Fax: +86 21 2411 1222
Email: ronald.sun@mccann.com
mike.zeng@mccann.com
Website: www.mccannwg.com.cn
Personnel
Joint CEOs, McCann Worldgroup China
..... Ronald Sun / Mike Zeng

McCANN

Shanghai
22/F, Huaihai Plaza, 1045 Huaihai Road,
Shanghai 200031, China
Tel: +86 21 2411 1111
Fax: +86 21 2411 1222
Email: ronald.sun@mccann.com
mike.zeng@mccann.com
Website: www.mccannwg.com.cn
Personnel
Joint CEOs, McCann Worldgroup China
..... Ronald Sun / Mike Zeng

Beijing

9/F, Zhao Wei Building, 14 Jiu Xian Qiao Road,
Chao Yang District, Beijing 100015, China
Tel: +86 10 5804 0000; Fax: +86 10 5804 0111
Email: ronald.sun@mccann.com
mike.zeng@mccann.com
Website: www.mccannwg.com.cn
Personnel
Joint CEOs, McCann Worldgroup China
..... Ronald Sun / Mike Zeng

Guangzhou

14/F, The Centerpoint, 374-2 Beijing Road,
Guangzhou, China
Tel: +86 20 2910 1111; Fax: +86 20 22038678
Email: szeman.chen@mccann.com
Website: www.mccannwg.com.cn

Personnel

Managing Director Szeman Chen

MOMENTUM WORLDWIDE CHINA

9/F, Zhao Wei Building, 14 Jiu Xian Qiao Road,
Chao Yang District, Beijing 100015, China
Tel: +86 10 5804 0000; Fax: +86 10 5804 0111
Email: mike.zeng@momentumwww.com
Website: www.momentumwww.com

Personnel

Joint CEO, McCann Worldgroup China
..... Mike Zeng

MRM//McCANN SHANGHAI

11/F, Huaihai Plaza, 1045 Huaihai Zhong
Road, Shanghai 200031, China
Tel: +86 21 2411 1110; Fax: +86 21 2411 1188
Email: mike.zeng@mrmm-mccann.com
Website: www.mrm-mccann.com

Personnel

Joint CEO, McCann Worldgroup China
..... Mike Zeng

MRM//McCANN BEIJING

9/F, Zhaowei Building,
14 Jiu Xian Qiao Road, Chaoyang District,
Beijing 100015, China
Tel: +86 10 5804 0000
Fax: +86 10 5804 0111

Email: sheng.lee@mrmm-mccann.com
Website: www.mrm-mccann.com

Personnel

Managing Director, China Lee Sheng

McCANN HEALTHShanghai

12/F, Huaihai Plaza, 1045 Huaihai Road,
Shanghai 200031, China
Tel: +86 21 2411 1000
Fax: +86 21 2411 1079

Email: conniec.lo@mccann.com

Website: www.mccannhealthchina.com

Personnel

President, McCann Health Greater China
..... Connie Lo

Beijing

9/F, Zhao Wei Building, 14 Jiu Xian Qiao Road,
Chao Yang District, Beijing 100015, China
Tel: +86 10 5804 0301

Fax: +86 10 5804 0111 ext 0301

Email: conniec.lo@mccann.com

Website: www.mccannhealthchina.com

Personnel

President, McCann Health Greater China
..... Connie Lo

Guangzhou

The Centrepoint,
374 Beijing Road, Guangzhou, China
Tel: +86 20 2910 1248
Fax: +86 20 2203 8678
Email: conniec.lo@mccann.com
Website: www.mccannhealthchina.com

Personnel

President, McCann Health Greater China
..... Connie Lo

CRAFT WORLDWIDE

22/F, Huaihai Plaza, 1045 Huaihai Road,
Shanghai 200031, China
Tel: +86 21 2411 1111
Fax: +86 21 2411 1222

Email: jacqueline.wu@mccann.com

Website: www.craftww.com

Personnel

Managing Director, China Jacqueline Wu

FUTUREBRANDBeijing

17/F China Life Tower, 16 Chaoyangmen Wei
Da Jie, Beijing 100020, China

Shanghai

Rm 1603, 16/F Huai Hai Plaza,
1045 Huai Hai Zhong Road,
Shanghai 200031, China
Tel: +86 10 8569 7778

Personnel

General Manager, China Sophie Cheng

M&C SAATCHI AEIOU

4F, No. 376 Wukang Road,
Shanghai 200000, China
Tel: +86 21 6466 8930
Fax: +86 21 6466 8951
Email: tony.liu@mcsaeiou.com

Website: www.mcsaeiou.com

Personnel

Greater China Partner/Creative Chairman
..... Tony Liu

MAILMAN GROUP

Room 301 Building A, No. 1199 Mid Fuxing
Road, Shanghai, China
Tel: +86 21 6445 9899
Fax: +86 21 6445 9909

Email: andrew@mailmangroup.com

Website: www.mailmangroup.com

Personnel

President Andrew Collins

**MAXIMUM EMPLOYMENT
MARKETING GROUP, SHANGHAI**

Unit 2501, 388 Madang Road,
Shanghai 200025, China

Tel: +86 21 5230 5321

Email: enquiries@maximum.com

Website: www.maximum.com

Personnel

Chief Commercial Officer.....Emile Mac Gillavry

M-BRAIN SHANGHAI

Room 2602, 26F, United Power International
Plaza, 1158 Jiangning Road, Shanghai, China

Tel: +86 21 6279 0197

Fax: +86 21 5228 0274

Email: elvis.yang@m-brain.com

Website: www.m-brain.com

Personnel

General Manager Yang Tao

McGARRYBOWEN SHANGHAI

11/F, #5 Corporate Avenue, No 150 Hu Bin
Road, Shanghai 200021, China

Tel: +86 21 3335 1088

Fax: +86 21 3335 2110

Email: info.sha@mcgarrybowen.com

Website: www.mcgarrybowen.com

Personnel

Chief Executive Officer.....Simone Tam

MULLENLOWE GROUP CHINA

Shanghai Bao Di Advertising Corporation Ltd,
36/F, Hui Hai Plaza, 1045 Huai Hai Zhong
Road, Shanghai 200031, China
Tel: +86 21 2411 0888

Email: richard.tan@mullenlowegroup.com

Website: www.mullenlowegroup.com

Personnel

Chief Executive Officer..... Richard Tan

MULLENLOWE SHANGHAI

Shanghai Bao Di Advertising Corporation Ltd,
36/F, Huai Hai Plaza, 1045 Huai Hai Zhong
Road, Shanghai 200031,
China

Tel: +86 21 2411 0634

Email: richard.tan@mullenlowegroup.com

Website: www.mullenlowegroup.com

Personnel

Chief Executive Officer..... Richard Tan

**NC COMMUNICATIONS LTD,
SHANGHAI**

Room 11, 3/F Building E, 3Q,
SOHO Fuxing Road,
388 Ma Dang Road,
Shanghai 200011, China
Tel: +86 21 5351 0780
Fax: +86 21 6385 7872
Email: ricky.cheng@ncchk.com

Website: www.ncchk.com

Personnel

Managing Director Ricky Cheng

OGILVY BEIJING

9/F Huaili Building, 58 Jinbao Street,
Beijing 100005, China
Tel: +86 10 8520 6688
Fax: +86 10 8520 6600
Email: selina.teng@ogilvy.com

Website: www.ogilvy.com.cn

Personnel

President Selina Teng

OGILVY GUANGZHOU

3/F, 191, 195 East Binjiang Road,
Haizhu District, Guangzhou 510370, China
Tel: +86 20 8113 6288

Fax: +86 20 8113 6022

Email: frangelica.liang@ogilvy.com

Website: www.ogilvy.com.cn

Personnel

Managing Director Frangelica Liang

OGILVY SHANGHAI

8/F WPP Campus, 399 Hengfeng Road,
Shanghai 200031, China

Tel: +86 21 2405 1888

Fax: +86 21 2405 1628

Email: debby.cheung@ogilvy.com

Website: www.ogilvy.com.cn

Personnel

President Debby Cheung

OGILVY SHENZHEN

Unit 01A, 35/F Centralcon Tower,
3088 Jintian Road, Futian District,
Shenzhen 518000, China
Tel: +86 755 2692 6125

Email: angela.chou@ogilvy.com

Website: www.ogilvy.com.cn

Personnel

Managing Director Angela Chou

PING CHENG ADVERTISING LTD

6th Floor, No.1 Haishan Street,
Ersha Island, Guangzhou 510105, China
Tel: +86 20 8735 1480
Email: media@pingcheng.com
Website: www.pingcheng.com

PLTFRM

407, Building 1, No. 731 Wanghangdu Road,
Jing'An District, Shanghai 200040, China
Tel: +86 21 62326733
Email: @pltfm.cn
Website: www.pltfm.cn

Personnel

Founder and CEO Qian De Jun

**PUBLICIS SHANGHAI**

5/F & 6/F, Building A, 98 Yanping Road,
Shanghai, China 200042
Tel: +86 21 2208 3888
E-mail: chenghua.yang@publicis-sh.com.cn
Website: www.publicis.com
www.publicis-china.com

Year Established

1992

Personnel

**Chief Operating Officer,
Publicis Communications**

Greater China David Gompel

Chief Creative Officer, China . Johan Vakisdis

New Business Director, Greater China &

CEO (Shanghai & Guangzhou) CH Yang

No. of Employees

1000

Company Profile

Publicis Worldwide is a global creative agency providing change leadership for our clients. We believe that this era demands a combination of strategy, creativity and technology to enable our clients to Lead The Change in their own marketing transformation.

PUBLICIS BEIJING

505 Tower 2, West Prosper Center,
No. 5 Guanghua Road, Chaoyang District,
Beijing, China 100020
Tel: +86 10 6587 5188
E-mail: oliver.xu@publicis.com
Website: www.publicis.com
www.publicis-china.com

Personnel

**Chief Executive Officer,
Publicis Communications Beijing Oliver Xu**
Executive Creative Officer Nuno Wu

PUBLICIS GUANGZHOU

Unit 2401, 24/F, Tower H of G. T. Land Plaza,
No. 12 Zhu Jiang East Road,
Zhuijiang New Town, Guangzhou, China 510623
Tel: +86 20 8114 8100
Email: chenghua.yang@publicis-sh.com.cn
Website: www.publicis.com
www.publicis-china.com

Personnel

**Head of Publicis Communications
Guangzhou Cathryn Chen**
**New Business Director, Greater China &
CEO (Shanghai & Guangzhou) CH Yang**

PUBLICIS WANGFAN

4/F, Building A, 98 Yanping Road,
Shanghai, China 200042
Tel: +86 21 2208 3888
Email: bill.wang@wangfan.com
Website: www.wangfan.com
www.publicis-china.com

Personnel

Managing Director Bill Wang

DIGITAS

5/F, Building A, 98 Yanping Road, Shanghai,
China 200042
Tel: +86 21 2208 3888
E-mail: sharon.ho@publicis.sapient.com
Website: www.nurun.com
www.publicis-china.com

Personnel

Managing Director Sharon Ho

133SH /La Maison SH

6/F, Building A, 98 Yanping Road,
Shanghai, China 200042
Tel: +86 21 2208 3888
E-mail:
Julie.marchesseault@publicis133.com
Website: www.publicis133.com
www.publicis-china.com

Personnel

Chief Executive Officer Julie Marchesseault
**Executive Creative Director
..... Caroline Grout de Beaufort**

PUBLICIS COMMERCE

4/F, Building A, 98 Yanping Road, Shanghai,
China 200042
Tel: +86 21 2208 3888
E-mail: publicis-commerce@publicis.com
Website: www.publicis-commerce.com.cn
www.publicis-china.com

Personnel

**Chief eCommerce Officer, Greater China
..... Cyril Drouin**
General Manager Christine Wang

PUBLICIS VIVID SHANGHAI

6/F, Building A,
98 Yanping Road, Shanghai,
China 200042
Tel: +86 21 2208 3888
Email: richard.nicoll@publicis.com
Website: www.publicis.com
www.publicis-china.com

Personnel

**Chief Shopper Marketing Officer
..... Richard Nicoll**

PUBLICIS LIFE BRANDS CHINA

4/F, Building A, 98 Yanping Road,
Shanghai, China 100020
Tel: +86 21 2208 3888
Email: michael.wang@publicislifibrands.cn
Website: www.publicislifhealthcare.com

Personnel

General Manager Michael Wang

PUBLICIS LIFE BRANDS DREAMS

Room 505, 5F, Building B, No. 6 Jiahui Center,
Beijing, China 100020
Tel: +86 10 6551 9696
Email: kathy.zhao@publicislifibrands.cn

Personnel

General Manager Kathy Zhao

RAY SPRING CO., LTD.

Room 2005, 20/F New Town Center Building,
83 Luosangan Road, Changning District,
Shanghai 200336,
China
Tel: +86 21 6278 6080
Website: www.rayspring.com/jp

Personnel

Managing Director Yoichi Isole

SAATCHI & SAATCHI BEIJING

Tower B-1503 Lei Shing Hong Plaza,
8 Wangjing Street, Chaoyang District,
Beijing 100020, China
Tel: +86 10 6563 3612
Fax: +86 10 6563 3601
Email: rebecca.liu@saatchi.com.cn
Website: en.saatchi.com.cn/en-gb/

Personnel

**Chief Marketing Officer, Greater China
..... Rebecca Liu**

SAATCHI & SAATCHI GREATER CHINA

21 & 23/F, Henderson 688, 688 West Nan
Jing Road, Shanghai 200041, China
Tel: +86 21 6193 1366
Fax: +86 21 6193 1367
Email: rebecca.liu@saatchi.com.cn
Website: en.saatchi.com.cn/en-gb

Personnel

**Chief Marketing Officer, Greater China
..... Rebecca Liu**

SAATCHI & SAATCHI GUANGZHOU

Unit 2401, 24/F Tower H of G. T. Land Plaza,
12 Zhu Jiang East Road, Zhuijiang New Town,
Guangzhou 510623, China
Tel: +86 20 3879 1228
Fax: +86 20 3879 2430
Email: cathryn.chen@saatchi.com.cn
Website: en.saatchi.com.cn/en-gb/

Personnel

Managing Director, Guangzhou Cathryn Chen

SAATCHI & SAATCHI SHANGHAI

21 & 23/F, Henderson 688, 688 West Nan
Jing Road, Shanghai 200041, China
Tel: +86 21 6193 1366
Fax: +86 21 6193 1367
Email: irene.shum@saatchi.com.cn
Website: en.saatchi.com.cn/en-gb

Personnel

Managing Director, Shanghai Irene Shum

SAME SAME BUT DIFFERENT

#1708b-1709, #5 Corporate Avenue,
150 Hubin Road, Huangpu, Shanghai, China
Tel: +86 21 6466 6684
Website: samesamechina.com

Personnel

General Manager Fiona Jing

SERVICEPLAN BEIJING

20A Building D, The Place Tower,
No. 9 Guanghua Road,
Chaoyang District 100020, China
Tel: +86 10 8520 9200
Email: marcus.ma@serviceplan.com
Website: www.serviceplan.cn

Personnel

Managing Director, Beijing Marcus Ma

SERVICEPLAN SHANGHAI

Unit 7102 Block A, 501 Liyuan Road,
Huangpu District, Shanghai 200023, China
Tel: +86 21 2316 2666
Email: b.wong@serviceplan.com
Website: www.serviceplan.cn

Personnel

Managing Director, Shanghai...Bernard Wong

SHANGHAI ASATSU ADVERTISING CO., LTD.

10F Yongxin Mansion, No. 887 Huaihai Road
(M), Shanghai 200020, China
Tel: +86 21 6467 4118; Fax: +86 21 6474 7803
Website: www.adk-cn.com

Personnel

Chief Executive Officer..... Norio Nishizuka

SHANGHAI HAKUHODO ADVERTISING CO., LTD.

Unit 1706, 17F, T3 Office Tower of Raffles
City Changning, No. 1193 Changning Road,
Changning District, Shanghai 200051, China
Tel: +86 21 5230 6776
Fax: +86 21 5230 6770
Website: shanghai.hakuhodo.cn

SIEGEL+GALE SHANGHAI

1788 W Nanjing Road, 11th Floor,
Jing'an District, Shanghai 200040, China
Tel: +86 186 2158 6455
Email: jgu@siegelgale.com
Website: www.siegelgale.com

Personnel

General Manager and ECD Johnson Gu

SMS GROUP

4F, Building B, No. 789, Tianshan Road (W),
Changning District, Shanghai, China
Tel: +86 21 5272 6787
Fax: +86 21 5272 6711
Email: zoey.li@smsgroup.net
Website: www.smsgroup.net

Personnel

Chief Executive Officer..... Charlie Chen

SUPERUNION

Room 2003, 2F, Huali Building,
No. 58 Jinbao Street 100005, China
Tel: +86 10 8520 3366
Fax: +86 10 8520 3355
Email: beijing@superunion.com
Website: www.superunion.com

Personnel

Chairman Monica Lee

SUPERUNION

11F, WPP Campus, 399 Hengfeng Road,
Shanghai 200070, China
Tel: +86 21 2287 8420
Email: shanghai@superunion.com
Website: www.superunion.com

Personnel

Chairman Monica Lee

SXL RESEARCH

Unit 1902, 585 Tianmu Zhong Lu,
Jianguan District, Shanghai 200070, China
Tel: +86 21 6372 0102
Email: tino.se@sxlgroupp.com
Website: www.sxlresearch.com

Personnel

Project Director Tino Si

TBWA**TBWA\CHINA**

343 Jiaozhou Road, Shanghai 200040,
China

Tel: +86 21 3353 1023

Fax: +86 21 3353 1026

Email: info.cn@tbwa.com.cn

Website: www.tbwa.com.cn

Year Established

1996

Personnel

Chief Executive Officer Joanne Lao

Chief Creative Officer Ronnie Wu

No. of Employees

580 (including Shanghai, Beijing, Dalian,
Guangzhou)

Branches/Affiliates

Shanghai, Beijing, Dalian, Guangzhou

Trade Membership

4As

Company Profile

TBWA. The Disruption Company. TBWA creates business-changing culture-defining work for brands. Clients include adidas, Apple, DIDI, Intel, Michelin, Booking.com, Ferrero, IMAX, Momo, Nissan and Siemens. The group includes specialists in digital (Digital Arts Network), Shopper Marketing (Integer), Experiential Retail (TRO), Events and Brand Experience (Auditore) and Design and Production (eg+ Worldwide).

TBWA\SHANGHAI

343 Jiaozhou Road, Shanghai 200040, China
Tel: +86 21 3353 1023; Fax: +86 21 3353 1026

Email: info.cn@tbwa.com.cn

Website: www.tbwa.com.cn

Personnel

Chief Executive Officer..... Joanne Lao

Executive Creative Director Ronnie Wu

Head of Strategy Liu Ting

Managing Partner Muriel Lechaczynski

Managing Partner Double Zhang

AUDITORE\CHINA

Shanghai

343 Jiaozhou Road, Shanghai 200040, China
Tel: +86 21 3353 1023; Fax: +86 21 3353 1026

Email: antoine.gouin@auditore.com

Website: www.auditore.com

Personnel

Managing Director Antoine Gouin

INTEGER\CHINA

343 Jiaozhou Road, Shanghai 200040, China
Tel: +86 21 3353 1023

Fax: +86 21 3353 1026

Website: www.integer.com

Personnel

Chief Executive Officer..... Joanne Lao

TRO CHINA

343 Jiaozhou Road, Shanghai 200040, China
Tel: +86 21 3353 1023; Fax: +86 21 3353 1026

Email: stella.chiu@tro-group.asia

Website: www.tro.com

Personnel

General Manager Stella Chiu

EG+\CHINA

Shanghai

343 Jiaozhou Road, Shanghai 200040, China
Tel: +86 21 3353 1023; Fax: +86 21 3353 1026

Website: www.egplusww.com

Personnel

Chief Executive Officer Joanne Lao

Dalian

Unit #03-02A, No. 1 HuiXian Yuan,

Dalian Hi-tech Industrial Zone,

Dalian 116025, China

Tel: +86 411 3977 6908

Fax: +86 411 3977 6900

Email: pauline.see@egplusww.com

Website: www.egplusww.com

Personnel

Chief Client Officer Pauline See

Beijing

Tower A, Li Shing Hang Center,

1 Guangshun South Street, Block E, Level 7,

Chaoyang District, Beijing, China

Tel: +86 136 7177 1739

Email: pauline.see@egplusww.com

Website: www.egplusww.com

Personnel

Chief Client Officer Pauline See

TBWA\HAKUHODO CHINA

Guangzhou

27/F, Onelink Center, No. 230, Tianhe Road,

Tianhe District, Guangzhou, China

Tel: +86 20 2801 8000; Fax: +86 20 2801 8002

Email: amy.peng@tbwahakuhodo.cn

Personnel

Chief Executive Officer Derick Ho

Chief Operating Officer Hiroaki Mori

THREAD DESIGN

No. 5 Lane 310 Wulumuqi Zhong Lu,

Shanghai 200031, China

Tel: +86 21 6471 6634

Email: ben@threaddesign.com.cn

Website: www.threaddesign.com.cn

Personnel

Director Co-Founder Ben Weldon

VPON BIG DATA GROUP

Room 935, 9/F Silver Tower, Yongfeng Plaza,

98 South Wanping Road, Xuhui District,

Shanghai, China

Tel: +86 21 5401 5812

Email: mkt.cn@vpon.com

Website: www.vpon.com

WE MARKETING GROUP (BEIJING)

Suite 404, Tower T3, Poly International

Plaza, Zone 7, Wangjing East Park,

Chaoyang District, Beijing 100102, China

Tel: +86 10 8515 0588; Fax: +86 10 8515 0587

Email: josh.li@wemarketinggroup.com.cn

Website: www.wemarketinggroup.com

Personnel

Managing Director Josh Li

WE MARKETING GROUP (SHANGHAI)

No. 62A Creative Garden, 2577 Longhua

Road, Shanghai 200232, China

Tel: +86 21 6121 9688; Fax: +86 21 6218 9567

Email: kennedy@we-mkt.com

Website: www.wemarketinggroup.com

Personnel

Managing Director Kenny Wong

WIEN+KENNEDY SHANGHAI

Level 2, 1035 Changle Road,
Shanghai 200031, China
Tel: +86 21 5158 3925
Fax: +86 21 5158 3988
Email: jessica.sinn@wk.com
Website: www.wkshanghai.com

Personnel

Marketing Director Jessica Sinn

WUHAN HAKUHODO

Room 911, New World Centre, Tower A,
634 Jiefang Avenue, Hankou District,
Wuhan 430030, China
Tel: +86 27 6883 8529
Fax: +86 27 6883 8505

Y&R BEIJING

Unit 505, B20, Universal Business Park,
10 JiuXianqiao Road, Chaoyang District,
Beijing 100015, China
Tel: +86 10 8443 9393
Fax: +86 10 8443 9366
Email: Annie.Boo@yr.com
Website: www.yr.com

Personnel

Chief Executive Officer, China Annie Boo

Y&R GUANGZHOU

28/F Shun Tak Business Center,
246 ZhongShanSi Road, Yuexiu District,
Guangzhou 510030, China
Tel: +86 20 8363 5990
Fax: +86 20 8363 5972
Email: michael.xia@yr.com
Website: www.yr.com

Personnel

Chief Executive Officer Michael Xia

Y&R SHANGHAI

19th Floor, Yueda 889 Center,
1111 Changshou Road, Jing An District,
Shanghai 200042, China
Tel: +86 21 2308 5088
Fax: +86 21 6350 1109
Email: annie.boo@yr.com
Website: www.yr.com

Personnel

Chief Executive Officer, China Annie Boo

ZOOM & SIZES ADVERTISING AGENCY LIMITED, SHANGHAI BRANCH

Room 201 Block 3 Park 2 Space, No. 169
Meng Zi Road, Shanghai 200023, China
Tel: +86 21 5466 5959
Fax: +86 21 5465 6631
Email: info@zoomandsizes.com.cn
Website: www.zoomandsizes.com

Personnel

Managing Director Anne Ma

ZOOM & SIZES COMMUNICATIONS LIMITED, GUANGZHOU BRANCH

Room 613 Block A, 8 Qiaoquang Road,
Haizhu Square, Guangzhou 510115, China
Tel: +86 20 8365 3180
Fax: +86 20 8365 3199
Email: info@zoomandsizes.com.cn
Website: www.zoomandsizes.com

Personnel

Managing Director Anne Ma

HONG KONG

A WORK OF SUBSTANCE

Shop 3C, Ground Floor, Tai On Terrace,
Sheung Wan, Hong Kong
Tel: +852 3707 3581
Email: hello@substance.hk
Website: www.substance.hk

Personnel

Creative Director & Founding Partner
..... Maxime Dautresme

ABSOLUTE CREATIVE LTD

Unit 1812, 18/F, Metro Centre II,
21 Lam Hing Street, Kowloon Bay,
Hong Kong
Tel: +852 2367 5715
Fax: +852 2367 2185
Email: maggieip@absolutecreative.com
Website: www.absolutecreative.com

Personnel

Art Director Maggie Ip

ACORN MARKETING COMMUNICATION LTD

20/F Golden Star Building,
20-24 Lockhart Road, Wanchai,
Hong Kong
Tel: +852 2893 3313
Fax: +852 2833 5281
Email: bonita_ng@amc.com.hk

Personnel

Managing Director Bonita Ng



ADBROWNIES ADVERTISING

Rm. 18-19, Bk. B, 11/F.,
Cheung Wah Industrial Building,
10-12 Shipyard Lane, Quarry Bay,
Hong Kong
Tel: +852 2571 4884
Fax: +852 2571 3444
Email: samantha@adbrownies.com
Website: www.adbrownies.com

Year Established

2001

Personnel

Managing Director Samantha Wong

Head of creative Karin Wong

Head of account servicing

..... Samantha Wong

Digital Director Angus Chan

No. of Employees

60

Company Profile

Adbrownies is a full service agency from Advertising strategy, Creative, Digital, Production, Post-production to PR services. It's a ONE-STOP-SHOP solution to all clients. In addition to our extensive creative, account servicing, and PR teams, we also have our in-house film director, production and post-production teams to execute our innovative ideas and provide all-rounded services to clients. Our mission is to create Hot, Fresh & Tasty advertising & marketing campaigns.

ADD CREATIVE LTD

19/F Wing Sing Commercial Centre,
12 Wing Lok Street, Sheung Wan, Hong Kong
Tel: +852 2865 5701
Fax: +852 2865 7426

Email: stevemok@addcreative.com

Website: www.addcreative.com

Personnel

Head of Creative Steve Mok

ADTACTICS MARKETING INTERNATIONAL LTD

Unit K, 11/F MG Tower, 133 Hoi Bun Road,
Kwun Tong, Kowloon, Hong Kong
Tel: +852 3462 3389
Fax: +852 8148 9632

Email: winson.shum@ad-tactics.com

Website: www.ad-tactics.com

Personnel

Director Winson Shum

A-EVENT GROUP

Unit 4 & 5, 52-56 King's Road, North Point,
Hong Kong
Tel: +852 2882 5452
Fax: +852 2504 4487

Email: infohk@a-eventgroup.com

Website: www.a-eventgroup.com

Personnel

Director Andy Chiu

ALCHEMY ASIA LIMITED

Suite C, 7/F Wing Tat Commercial Building,
121-125 Wing Lok Street,
Sheung Wan, Hong Kong
Tel: +852 2162 8068
Fax: +852 2162 8082

Email: charles@alchemyasia.com

Website: www.alchemyasia.com

Personnel

Chief Executive Officer Charles Brian-Bovs

ALTO PLUS DESIGN SOLUTION GROUP LTD

10/F, Kingsfield Centre, 18 Shell Street,
North Point, Hong Kong
Tel: +852 2323 3238
Fax: +852 2322 1110

Email: bkoon@altoplus.com

Website: www.altoplus.com

Personnel

Managing Director Billy Koon

AM COMMUNICATIONS HK LTD

Flat 2205, 22/F, Yardley Commercial
Building, No. 3 Connaught Road West,
Sheung Wan, Hong Kong
Tel: +852 2869 8319
Fax: +852 2899 2443

Email: phyllis@amc-amc.com

Website: www.amc-amc.com

Personnel

Project Manager Phyllis AuYeung

AMASS COMMUNICATIONS LTD

12B Phase II, Regency Centre,
43 Wong Chuk Hang Road,
Hong Kong
Tel: +852 2573 9285

Email: b.tso@amass.com.hk

Website: www.amass.com.hk

Personnel

Managing Director Abby Tsoi

AN AGENCY & ASSOCIATES LTD

Room 2214, 22/F, Tower A, Mira Place,
132 Nathan Road, Tsimshatsui,
Kowloon, Hong Kong
Tel: +852 2365 6875; Fax: +852 3586 9619
Email: sasa.lau@anagency.asia
Website: anagency.asia
Personnel
Account Director Sasa Lau

ANCAA ADVERTISING AGENCY LTD

2/F Flat N, Wah Fung Industrial Centre,
33-39 Wah Fung Crescent, Kwai Fong,
New Territories, Hong Kong
Tel: +852 2988 8894
Fax: +852 2988 8894
Email: christina@ancaa.com
Website: www.ancaa.com
Personnel
Managing Director Christina Tan

AACOM INTERNATIONAL LTD

Unit 01, Room 1802, 18/F Billion Plaza,
8 Cheung Yue Street, Cheung Sha Wan,
Kowloon, Hong Kong
Tel: +852 3188 0855
Fax: +852 3747 8633
Email: oonang@aacom.biz
Website: www.aacom.biz
Personnel
Managing Director Oona Ng

APV

1253A Telecom House, 3 Gloucester Road,
Wanchai, Hong Kong
Tel: +852 2827 2122
Email: info@apv.asia
Website: www.apv.asia
Personnel
Director of Business Development Harry Pang

ART FACTORY LTD

Room E2, 7/F, Seabright Plaza,
9-23 Shell Street, North Point,
Hong Kong
Tel: +852 2134 1102
Fax: +852 2134 1103
Email: kitlo@artfactory-hk.com
Website: www.artfactory-hk.com
Personnel
Creative Partner Law Ka Kit

ASAP CREATIVE & COMMUNICATION LTD

1705, Arion Commercial Centre,
2-12 Queen's Road West, Sheung Wan,
Hong Kong
Tel: +852 2152 9382; Fax: +852 2152 9380
Email: info@asapcreative.com.hk
Website: www.asapcreative.com.hk
Personnel
Director Patsy Yeung

ASATSU-DK HONG KONG LTD

16/F, Flat C, @Convoy, 169 Electric Road,
North Point, Hong Kong
Tel: +852 2895 8111
Fax: +852 2895 8222
Email: info@adk.com.hk
Website: www.adk.hk
Personnel
General Manager Yusuf Ismail

ASIAN MARKET INFORMATION & ANALYSIS CENTRE

1811 Eastern Harbour Centre,
28 Hoi Chak Street, Quarry Bay, Hong Kong
Tel: +852 2880 5190; Fax: +852 3747 6473
Email: prime@asia-lists.com
Website: www.asia-lists.com
Personnel
Managing Director Mike Chan

BANG!

5D, Tung Kin Building, 196-198 Tsat Tsz Mui
Road, Hong Kong
Tel: +852 2870 2928; Fax: +852 2870 2428
Email: lina@bang.com.hk
Website: www.bang.com.hk
Personnel
Managing Partner Lina Wong

BASE CREATIVE CONSULTANT CO. LTD

15/F, The Hennessy, 256 Hennessy Road,
Wanchai, Hong Kong
Tel: +852 2868 2793; Fax: +852 2234 5110
Email: annatam@basecreate.com
Website: www.basecreate.com,
www.basecreate.com
Personnel
Senior Account Executive Anna Tam

BATES CHI & PARTNERS HONG KONG

23/F The Center, 99 Queen's Road,
Central, Hong Kong
Tel: +852 2568 0161
Email: katryna.mojica@ogilvy.com
Website: www.bateschi.com
Personnel
Managing Director Katryna Mojica

BBDO HONG KONG

Suite 1501, 15/F, Cityplaza 4, 12 Taikoo Wan
Road, Taikoo Shing, Hong Kong
Tel: +852 2820 1888
Email: vivian.kwok@bbdo.com.hk
Website: www.bbdogc.com

Year Established

1974

Personnel

Managing Director - South China JC Catibog
Executive Creative Director - South China Kit Koh
Managing Director Jason King

Company Profile

BBDO creates the world's most compelling
creative content to make brands more
valuable to people and people more valuable
to brands.

Network

15,000 people in 289 agencies across 81
countries, all focused on
The Work.
The Work.
The Work.

BBDO Hong Kong accolades:

- Campaign Magazine's reigning Hong Kong
Agency of the Year 2017 and 2018
- 33rd most effective agency in the world by
WARC 2017
- Most awarded agency at the Hong Kong Effie
for 2 consecutive years 2016 & 2017 and
Kam Fan 2017

BCI ASIA CONSTRUCTION INFORMATION LTD

35H Legend Tower, 7 Shing Yip Street,
Kwun Tong, Kowloon, Hong Kong
Tel: +852 2538 0011; Fax: +852 2875 0511
Email: e.wai@bciasia.com
Website: www.bciasia.com
Personnel
Hong Kong Manager Elaine Wai

THE BRANDY COMPANY LIMITED

Unit D1, 7/F MG Tower, 133 Hoi Bun Road,
Kwun Tong, Kowloon, Hong Kong
Tel: +852 2126 7732; Fax: +852 3165 1573
Email: wang@thebrandy.com.hk
Website: www.thebrandy.com.hk
Personnel
General Manager Wang Hui

BRAVO ASIA

3/F, 299 Queen's Road Central,
Sheung Wan, Hong Kong
Tel: +852 2187 3614; Fax: +852 2187 2727
Email: irene.1.lam@samsung.com
Website: www.bravo-asia.com
Personnel
PR Manager Irene Lam

BRILLIANT IDEAS INC LTD

Room 1311, Block B, Ming Pao Industrial
Centre, 18 Ka Yip Street, Chai Wan, Hong Kong
Tel: +852 2505 0780; Fax: +852 2505 0790
Email: patrick@bideas.com.hk
Website: www.bideas.com.hk
Personnel
Media Manager Patrick Chik

CAPITAL ADVERTISING LTD

1012 Austin Tower, 22-26 Austin Avenue,
Tsimshatsui, Kowloon, Hong Kong
Tel: +852 2388 2217; Fax: +852 2359 7531
Email: pinny.yip@capitalad.com.hk
Personnel
Managing Director/Client Servicing Director Pinny Yip

CARBON

6/F, 32-36 Des Voeux Road West,
Sheung Wan, Hong Kong
Tel: +852 5438 2677
Email: studio@carbon.tv
Website: www.carbon.tv
Personnel
Marketing Manager Kelly Chin

CATALYST AGENCY LTD

16/F Chao's Building, 143-145 Bonham
Strand, Sheung Wan, Hong Kong
Tel: +852 2815 6121
Email: info@whycatalyst.com
Website: www.whycatalyst.com
Personnel
Chief Executive Officer Scott Davies

CBA ASIA

Suite 701, 7/F, Hoseinee House,
69 Wyndham Street, Central, Hong Kong
Tel: +852 2868 4778; Fax: +852 2868 4117
Email: delphine.landreau-piolet@cba-design.com
Website: www.cba-design.com
Personnel
Managing Director CBA Asia Delphine Landreau-Piolet

CHEER ADVERTISING & MARKETING CO LTD

5/F, Ting Sun Plaza, 33 Sheung Heung Road,
To Kwa Wan, Kowloon, Hong Kong
Tel: +852 3106 5466; Fax: +852 3105 0050
Email: patrickyu@cheerhk.com
Website: www.cheerhk.com

Personnel

Director Patrick Yu

CHEIL HONG KONG

1-2/F, 299 Queen's Road Central,
Sheung Wan, Hong Kong
Tel: +852 2187 3614; Fax: +852 2187 2727
Email: irene1.lam@samsung.com
Website: www.cheil.com

Personnel

PR Manager Irene Lam

CHEIL PENGTAI

3F 299 Queen's Road Central, Sheung Wan,
Hong Kong
Tel: +852 3467 7727
Email: irene1.lam@samsung.com
Website: www.ipengtai.com

Personnel

PR Manager Irene Lam

CHEUNG HUNG ADVERTISING CO LTD

4/F Caltex House, 258 Hennessy Road,
Wanchai, Hong Kong
Tel: +852 2526 6304; Fax: +852 2868 0236
Email: cycheung@cheunghungadv.com.hk
Website: www.cheunghungadv.com.hk

Personnel

Managing Director Cheung Chik Yan

CHICLE COMMUNICATIONS LTD

Unit D5, 29/F TML Tower, 3 Hoi Shing Road,
Tsuen Wan, New Territories, Hong Kong
Tel: +852 3183 4929; Fax: +852 3183 4129
Email: rachel@chicle.com.hk
Website: www.chicle.com.hk

Personnel

Marketing Manager Rachel Wong

CHILLI MARKETING LTD.

Room A9, 8/F, Lee King Industrial Building,
12 Ng Fong Street, San Po Kong, Hong Kong
Tel: +852 3621 0377; Fax: +852 3020 0166
Email: roger@chillimktg.com
Website: www.chilli-marketing.com

Personnel

Director Roger Tang

CHINASTYLUS

5/F Po Yick Building, 17-19 Hillier Street,
Sheung Wan, Hong Kong
Tel: +852 2833 9971; Fax: +852 2832 9203
Email: yvonne@chinastylus.com
Website: www.chinastylus.com

Personnel

Studio Manager Yvonne Cheung

CLIC LTD

Room 2306 Trend Centre, 29 Cheung Lee
Street, Chai Wan, Hong Kong
Tel: +852 2513 8386; Fax: +852 2513 8390
Email: clic@cllc.com.hk
Website: www.clic.com.hk

Personnel

Managing Director Nicholas Tsui

CMRS GROUP

Unit B, 2/F North Point Industrial Building,
499 King's Road, North Point, Hong Kong
Tel: +852 2815 3880; Fax: +852 2815 3990
Email: marketing@cmrs.com.hk
Website: www.cmrs.com.hk

Personnel

Group Managing Director Mark Chan

COMMUNION W

13/F, Catic Plaza, 8 Causeway Road,
Causeway Bay, Hong Kong
Tel: +852 2576 0982; Fax: +852 2576 8623
Email: sherise.tang@communion-w.com.hk
Website: www.communion-w.com

Personnel

Account Director Sherise Tang

CONCEPT ADVERTISING AGENCY LTD

4B Linfook House, 3 Jardine Crescent,
Causeway Bay, Hong Kong
Tel: +852 2511 3668; Fax: +852 2511 5049
Email: concept@hkconcept.com

Personnel

Managing Director Tommy Yuen

CONCEPT COMMUNICATIONS (HK) LTD

3/F, Midas Plaza, 1 Tai Yau Street,
Kowloon, Hong Kong
Tel: +852 8104 8872; Fax: +852 8106 8872
Email: simon.li@conceptcoms.hk
Website: www.conceptcoms.hk

Personnel

General Manager Simon Li

COTTUS CO LTD

Unit A, 10/F Easy Tower, 609 Tai Nan West
Street, Cheung Sha Wan, Hong Kong
Tel: +852 3590 5298; Fax: +852 3590 5296
Email: anthony.chan@cottus.com.hk
Website: www.cottus.com.hk

Personnel

Business Director Anthony Chan

CRANES MEDIA CO

Room 1412 Block A Sea View Estate,
2-8 Watson Road, Hong Kong
Tel: +852 2806 3896
Email: annyeung@cranesmedia.com
Website: www.cranesmedia.com

Personnel

Manager Anne Yeung

CREATIVE UNDERGROUND

Units A-C, 25/F Seabright Plaza,
9-23 Shell Street, North Point, Hong Kong
Email: louisat@thecreativeunderground.net
Website: www.thecreativeunderground.net

Personnel

Client Service Director Louisa Harker

DELUXE ASSOCIATES LTD

1/F Wing Ying Industrial Building,
95 Wai Yip Street, Kwun Tong,
Kowloon, Hong Kong
Tel: +852 2572 0622
Fax: +852 2572 0600
Email: joe.yim@deluxeassociates.com
Website: www.deluxeassociates.com

Personnel

Managing Director Joe Yim



DDB WORLDWIDE LIMITED

Unit 1201, Core E, Cyberport 3,
100 Cyberport Road,
Hong Kong
Tel: +852 2828 0328
Fax: +852 2827 2700
Email: info@hk.ddb.com
Website: www.ddb.com.hk

Year Established

1972

Personnel

Chief Creative Officer & Managing Director Keith Ho
Managing Director Irene Tsui
Chief Strategy Officer Andreas Krasser
Chief Digital Officer Leo Tsui
VP Regional Director Peter Rodenbeck
Executive Creative Director, Global Business Jamal Hamidi
Executive Creative Director ... Almon Lam
Chief Financial Officer Doris Yim

No. of Employees

140

Branches/Affiliates

Tribal Worldwide Hong Kong

Company Profile

DDB Group Hong Kong (DDB and Tribal Worldwide) is united behind our founder, **Bill Bernbach's** belief, that creativity is the most powerful force in business. Today, we use that creativity to develop ideas that people want to play with, participate in, and pass on. We call this social creativity.

Campaign Asia

Creative Agency of the Year 2017, Bronze Best Agency-Marketer Partnership in the Region 2016
Marketing Best of Show Agency 2016
Integrated Agency of the Year 2015 & 2016, Gold
Creative Agency of the Year 2015 & 2016, Gold
Most Outstanding Client-Agency Partnership 2015
Best Agency Culture 2015, Silver

TRIBAL WORLDWIDE HONG KONG

Unit 1201, Core E, Cyberport 3,
100 Cyberport Road,
Hong Kong
Tel: +852 2828 0328
Fax: +852 2827 2700
Email: leo.tsui@hk.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

President of Tribal Worldwide Hong Kong
..... Leo Tsui

DENTSU HONG KONG LIMITED

25/F, 625 King's Road,
North Point, Hong Kong
Tel: +852 2102 3333; Fax: +852 2529 5022
Email: popo.hu@dentsubrand.com
Personnel
General Manager Po Po Hu

DESIGNATION ADVERTISING LTD

Unit A10-A11, 11/F, Block A, Mai Hing Ind.
Building, 16-18 Hing Yip Street, Kwun Tong,
Kowloon, Hong Kong
Tel: +852 2598 8911; Fax: +852 2598 8920
Email: kenli@designation.com.hk
Website: www.designation.com.hk
Personnel
Managing Director Ken Li

DIRECT MARKETING INTERNATIONAL

Unit D, Tung Chong Factory Building,
659 King's Road, North Point, Hong Kong
Tel: +852 2557 9999; Fax: +852 2896 0782
Email: jojo@dm.com.hk
Website: www.dmi.com.hk
Personnel
Managing Director Jo Jo So

DIRECT MARKETING OF ASIA ADVERTISING SERVICES COMPANY

Head office: 1811 Eastern Harbour Centre,
28 Hoi Chak Street, Quarry Bay, Hong Kong
Tel: +852 2880 5918; Fax: +852 2597 4325
Email: dma@dm-asia.com
Website: www.dm-asia.com
Personnel
Managing Director Mike Chan

DIRECT MARKETING OF ASIA LIMITED

Head Office: 1811 Eastern Harbour Centre,
28 Hoi Chak Street, Quarry Bay, Hong Kong
Tel: +852 2880 5918; Fax: +852 2597 4325
Email: dma@dm-asia.com
Website: www.dm-asia.com
Personnel
Managing Director Mike Chan

DK ADVERTISING (HK) LTD

16/F, Flat C, @Convoy, 169 Electric Road,
North Point, Hong Kong
Tel: +852 2895 8111; Fax: +852 2895 8222
Email: info@dkadvertising.com.hk
Personnel
General Manager Yusuf Ismail

DOT COMMUNICATIONS

Unit 1401, Connaught Commercial Bldg.,
185 Wanchai Road, Wanchai, Hong Kong
Tel: +852 2838 9009; Fax: +852 2838 6611
Email: mavincheng@dotcom.com.hk
Website: www.dotcom.com.hk
Personnel
Managing Director Marvin Cheng

EAT CREATIVE HONG KONG LIMITED

Tel: +852 6341 4149
Email: alison@eatcreative.jp
Website: eatcreative.jp
Personnel
Communications Director Alison Jambert

EDWIN, EDDIE, TOMMY ADVERTISING LTD

3/F Lee West Commercial Building, 375-379
Hennessy Road, Wanchai, Hong Kong
Tel: +852 2833 6902; Fax: +852 2838 1280
Email: eddie@eet.com.hk
Website: www.eet.com.hk
Personnel
Managing Director Eddie Cheung

EIGHT PARTNERSHIP LTD

17/F The Hennessy, 256 Hennessy Road,
Wanchai, Hong Kong
Tel: +852 2892 1322
Email: partner@eightpartnership.com
Website: www.eightpartnership.com
Personnel
Partner Chris Fjeldahl

ENTERTAINING ASIA

5/F Tack Building, 50 Gilman Street,
Central, Hong Kong
Tel: +852 2815 7919; Fax: +852 2815 7912
Email: nick@entertainingasia.com
Website: www.entertainingasia.com
Personnel
Managing Director Nick Willsher

ESDLIFE

Unit 1209, 12/F, Two Harbourfront, 22 Tak
Fung Street, Hung Hom, Kowloon, Hong Kong
Tel: +852 2128 9866; Fax: +852 2189 7448
Email: colettecheung@esdlife.com
Website: www.esdlife.com
Personnel
Corporate Communications Manager
..... Colette Cheung

FCB HONG KONG

8F Oxford House, Taikoo Place,
979 Kings Road, Hong Kong
Tel: +852 2892 8678
Email: dennis.lam@fcb.com
Personnel
Managing Director Dennis Lam

FILMAGES LIMITED

14E, Hollywood Centre, 77-91 Queen's Road
West, Sheung Wan, Hong Kong
Tel: +852 8102 0216
Email: kate@filmages.com
Website: www.filmages.com
Personnel
Producer Kate Lewington

FINE CONCEPT (HK) CO LTD

43/F AIA Tower, 183 Electric Road,
North Point, Hong Kong
Tel: +852 2508 1254; Fax: +852 2887 5808
Email: sales@fineconcept.com.hk
Website: www.fineconcept.com.hk
Personnel
Director of Account Servicing May Chang

FORMAT LTD

Suites 2801, 28/F Two Chinachem Exchange
Square, 338 King's Road, North Point,
Hong Kong
Tel: +852 2967 2000; Fax: +852 2967 2002
Email: ednachan@format.com.hk
Website: www.format.com.hk
Personnel
Managing Director Edna Chan

FOTOCINE ADVERTISING

Room 3303 Hopewell Centre,
183 Queen's Road East, Wanchai, Hong Kong
Tel: +852 2528 4118; Fax: +852 2865 6211
Email: dmak@fotocine.com.hk
Website: www.fotocine.com.hk
Personnel
Managing Director Dickson Mak

GASOL LIMITED

Unit 1603, Global Gateway Tower, 63 Wing
Hong Street, Lai Chi Kok, Kowloon, Hong Kong
Tel: +852 3998 3661; Fax: +852 3998 4130
Email: info@gasoliquid.com
Website: www.gasoliquid.com
Personnel
General Manager Doris Ng

GEOMETRY GLOBAL HONG KONG

23/F, The Centre, 99 Queen's Road Central,
Central, Hong Kong
Tel: +852 2169 3500
Email: anne.vanlaeys@geometry.com
Website: www.geometry.com
Personnel
Managing Director Anne Vanlaeys

GEORGE P. JOHNSON HONG KONG

Unit 1701 Sino Plaza, 255-257 Gloucester
Road, Causeway Bay, Hong Kong
Tel: +852 2573 8800
Fax: +852 2573 8080
Email: Phyllis.Teo@gpj.com
Website: www.gpj.com
Year Established
2006
Personnel
COO, Asia Pacific Phyllis Teo
Assistant General Manager Rebecca Yuen

Branches/affiliates
Hong Kong, Beijing, Shanghai and Guangzhou
No. of Employees
10
Company Profile

George P. Johnson is the world's leading
experiential marketing agency, with an
unparalleled network spanning 29 offices
worldwide. GPJ creates innovative live,
mobile and online experiences that motivate
audience and activate brands.
Campaign Asia Experiential Marketing
Agency of the Year 2015 - Silver Winner.
Campaign Asia Experiential Marketing
Agency of the Year 2017 - Bronze Winner.
CEI 2018 Event Marketing Award - Best Game
Changer (Gold), Best Business Solution
(Gold), Best B2B Campaign (Gold), Best use of
Technology (Silver).
PMAA Dragons of Asia - Best Entertainment
Campaign (Gold), Best B2B (Black) & Best
Sales Generation (Black).

GO IN MARKETING

Room J, 4/F, Block B, Alexandra Industrial
Building, 23-27 Wing Hong Street,
Cheung Sha Wan, Kowloon, Hong Kong
Tel: +852 3705 1035; Fax: +852 2727 7517
Email: admin@yahoo-mkt.com
Website: www.goinkmarketing.com
Personnel
VP of Sales & Operations, Hong Kong
..... Carl Lau

GREY GROUP HONG KONG

30/F & 31F, @ConvoY, 169 Electric Road,
North Point, Hong Kong
Tel: +852 2510 6888
Fax: +852 2510 7541
Email: sarah.trombetta@grey.com
Website: www.grey.com/hongkong

Personnel

Chief Executive Officer Sarah Trombetta

GREY HONG KONG

30/F & 31F, @ConvoY, 169 Electric Road,
North Point, Hong Kong
Tel: +852 2510 6888
Fax: +852 2510 7541
Email: sarah.trombetta@grey.com
Website: www.grey.com/hongkong

Personnel

Chief Executive Officer,
Grey Group Hong Kong Sarah Trombetta

GREY DIGITAL HONG KONG

30/F & 31F, @ConvoY, 169 Electric Road,
North Point, Hong Kong
Tel: +852 2510 6888
Fax: +852 2510 7541
Email: sarah.trombetta@grey.com
Website: www.grey.com/hongkong

Personnel

Chief Executive Officer,
Grey Group Hong Kong Sarah Trombetta

GREY DPI HONG KONG

Room 2802-11, 28/F, Prosperity Millennium
Plaza, 663 King's Road, North Point,
Hong Kong
Tel: +852 2169 4288
Fax: +852 2824 9018
Email: adeline.lee@grey-dpi.com
Website: www.grey-dpi.com

Personnel

Group Chief Executive Officer, Grey DPI
..... Adeline Lee

GYRO

25/F, 625 King's Road, North Point, Hong Kong
Tel: +852 2534 8000
Email: john.irwin@gyro.com
Website: www.gyro.com

Personnel

Managing Director, Greater China
..... John Irwin

H DESIGN

Room 3, Block A, 19/F Goodwill Industrial
Building, 36-44 Pak Tin Par Street,
Tsuen Wan, Hong Kong
Tel: +852 2815 5983
Fax: +852 2815 5733
Email: antony@h-designstudio.com
Website: www.h-designstudio.com

Personnel

Head of Creative Antony Wong

HAPLABORATORY

Unit 41.4, Chai Wan Industrial City Phase 1,
No. 60 Wing Tai Road, Hong Kong
Tel: +852 2573 8837
Fax: +852 2573 8937
Email: haplaboratory2012@gmail.com
Website: www.haplaboratory.com

Personnel

Master Photographer Eric Wong



HAKUHODO

HAKUHODO HONG KONG LTD.

25/F., Prosperity Millennium Plaza,
663 King's Road, North Point, Hong Kong
Tel: +852 2865 1861; Fax: +852 2865 0952
Year Established

1988

Personnel

President & CEO Shinji Okada
Vice President Hiroyuki Kamata
General Manager Winnie Lam
Head of Media Cedric Lam
Head of Creative Mike Chiu
Admin & HR Director Fonia Leung
Branches/Affiliates
Japan, Korea, Taiwan, Singapore, Shanghai,
Beijing, Guangzhou, Thailand, Malaysia,
Indonesia, Vietnam, India, Australia,
Europe, USA etc.

Trade Membership

Japanese Chamber of Commerce

Company Profile

Hakuhodo HK is a member of the HK4As.

We provides full services, including
Strategic Planning, Creative Development
& Production, Media Planning & Buying,
Interactive Development, PR & Event
Management. Our Touchpoint Planning
is built on the foundation of sei-katsu-sha
research, which is a holistic approach to
consumers. We share with our clients about
relationship between people and brand
by taking a comprehensive, 360-degree
perspective on consumers' lives.

HAVAS HONG KONG

25/F Paul Y Centre, 51 Hung To Road,
Kwun Tong, Kowloon, Hong Kong
Tel: +852 2590 1800; Fax: +852 2516 5411
Email: ricky.lam@havas.com
Website: www.havas.com

Personnel

Managing Director Ricky Lam

HORIZON-DOBSON LTD

Unit 7A, Pat Tat Industrial Building, 1 Pat Tat
Street, Sun Po Kong, Kowloon, Hong Kong
Tel: +852 2882 2229; Fax: +852 2882 6900
Email: trevor@horizondobson.com
Website: www.horizondobson.com

Personnel

Managing Director Trevor Wong

HYDROGEN HONG KONG

Suite 1104.11/F, Crawford House,
70 Queen's Road, Central 1104, Hong Kong
Tel: +852 9108 3400
Email: wim@hydrogenchina.com
Website: www.hydrogenchina.com

Personnel

Managing Director Wim Harrington

I-AUDIENCE

18/F Tin On Sing Commercial Building,
41-43 Graham Street, Central, Hong Kong
Tel: +852 2801 4868; Fax: +852 2801 4818
Email: info@i-audience.com
Website: www.i-audience.com

Personnel

Managing Director Vladan Popovic

ICICLE

Unit 1204, 12/F, 18 King Wah Road,
North Point, Hong Kong
Tel: +852 2235 2880
Fax: +852 3118 6842

Email: info@iciclegroup.com

Website: www.iciclegroup.com

Personnel

Director Josephine Cheung

IGOO COMMUNICATIONS LTD

Unit A3/F Speedy Industrial Building,
114 How Ming Street, Kwun Tong, Kowloon,
Hong Kong
Tel: +852 2804 1678
Fax: +852 2891 8418
Email: ben@igoo.com.hk
Website: www.igoo.com.hk

Personnel

CEO/Creative Chief Ben Lui

IMC ADVERTISING LTD

Unit A15/F Easy Tower, 609 Tai Nan West
Street, Cheung Sha Wan, Kowloon, Hong Kong
Tel: +852 2377 0828; Fax: +852 2377 0848
Email: carol@imc-adv.com
Website: www.imc-adv.com

Personnel

Managing Director Carol Hui

J. WALTER THOMPSON

J. WALTER THOMPSON HONG KONG

38/F., PCCW Tower, Taikoo Place,
Quarry Bay, Hong Kong
Tel: +852 2280 3333
Fax: +852 2824 0700
Website: www.jwt.com

Year Established

1979

Personnel

Chief Executive Officer Mark Webster
Managing Director Matthew Parry
Director of Client Services... Ho Tsz Chung
Executive Creative Director

..... Carlos Camacho

Planning Director - Asia Pacific

..... Tommy Tai

No. of Employees

120

Branches/Affiliates

Over 200 offices worldwide

Trade Membership

4As

Company Profile

J. Walter Thompson has been at the
forefront of advertising worldwide for
over 150 years, constantly evolving and
drawing upon our unique and innovative
DNA to reimagine the future for our clients
and our agency.

At a time where the speed of change is
unprecedented, our clients are looking
to us to help navigate the proliferation of
consumer touchpoints, the explosion of
new technologies and their place in the
market. They are looking at us to help
them reimagine their future.

**INFORMATION EXPRESS
(ASIA-PACIFIC) LTD**

Unit 6, 10/F., 118 Connaught Road West,
No. 118 Connaught Road West, Hong Kong
Tel: +852 2818 9475; Fax: +852 2817 1556
Email: news@clipping.com.hk
Website: www.clipping.com.hk

Personnel

Managing Director YH Leung

ISENSE LTD

11/F Catic Plaza, 8 Causeway Bay Road,
Causeway Bay, Hong Kong
Tel: +852 2838 7582
Fax: +852 2834 9912
Email: isense@isense.cc
Website: www.isense.com.hk

Personnel

Director Jenny Ngan

KANTAR TNS HONG KONG

30/F, @Convoy, 169 Electric Road,
North Point, Hong Kong
Tel: +852 2328 1888
Email: admin.hk@tnsglobal.com
Website: www.tns-global.com.hk

Personnel

HR Contact Scarlett Hui

**KYMECHOW COMMUNICATIONS
LTD**

Unit E, 3/F Tung Kin Factory Building,
196-202 Tsat Tsz Mui Road, Quarry Bay,
Hong Kong
Tel: +852 3971 0098
Email: chris@kymechow.com
Website: www.kymechow.com

Personnel

Co-founder & Creative Director Chris Kyme

LEO BURNETT HONG KONG

6/F AIA Kowloon Tower,
100 How Ming Street,
Kwun Tong, Hong Kong
Tel: +852 2567 4333
Website: www.leoburnett.com.hk

Year Established

1965

Personnel

President & Chief Creative Officer,
Greater China Carol Lam
Managing Director Maggie Wong
Executive Creative Director Sonic Choy

No. of Employees

50

Branches/Affiliates

Part of Publicis Group

Company Profile

Leo Burnett is communications agency
powered by its Humankind operating system,
with the belief that creativity, data and
technology work together to transform human
behavior and drive dynamic business impact
for clients.

ARC HONG KONG

6/F AIA Kowloon Tower,
100 How Ming Street,
Kwun Tong, Hong Kong
Tel: +852 2567 4333
Website: www.arcww.com

Personnel

Chief Shopper Marketing Officer,
Greater China Richard Nicoll

LEMON101 (HK) LIMITED

6P Everest Industrial Centre, No.396 Kwun
Tong Road, Kowloon, Hong Kong
Tel: +852 2877 2181; Fax: +852 2877 2191
Email: kcheung@lemon101.hk
Website: www.lemon101.hk

Personnel

Executive Creative Director
..... Kenneth Cheung

LI & RC DESIGN ASSOCIATES LTD

23/F Times Media Centre,
133 Wanchai Road, Wanchai, Hong Kong
Tel: +852 2893 2851; Fax: +852 2572 1846
Email: ryeung@lirc.com.hk
Website: www.lirc.com.hk

Personnel

Director Ronald Yeung

LICENSING MATTERS LTD

Suite 703, 7/F Peninsula Centre, 67 Mody
Road, Tsim Sha Tsui, Kowloon, Hong Kong
Tel: +852 2523 2093; Fax: +852 2977 5794
Email: mark.matheny@
licensingglobalmatters.com

Website: www.licensingglobalmatters.com

Personnel

Founder Mark Matheny

LIGHTSPEED HONG KONG

35/F, PCCW Tower, 979 King's Road,
Taikoo Place, Quarry Bay, Hong Kong
Tel: +852 2591 2530
Email: jeff.tsui@lightspeedresearch.com
Website: www.lightspeedresearch.com

Personnel

Managing Director, Greater China Jeff Tsui

**LINDA TSANG ADVERTISING
ASSOCIATES LTD**

Unit A, 9/F Casey Building, 38 Lok Ku Road,
Sheung Wan, Hong Kong
Tel: +852 2815 8012; Fax: +852 2815 7630
Email: lindatsang@ltaa.com.hk

Personnel

Managing Director Linda Tsang

LINKCOM ADVERTISING LTD

Room 407, Wellborne Commercial Centre,
8 Java Road, North Point, Hong Kong
Tel: +852 2893 4160
Email: benny@linkcom.com.hk
Website: www.linkcom.com.hk

Personnel

Managing Director Benny Lo

LIPPINCOTT

Room 904 Central Plaza, 18 Harbour Road,
Wanchai, Hong Kong
Tel: +852 2301 7540
Email: venus.lam@lippincott.com
Website: www.lippincott.com

Personnel

Senior Partner Dr Stefan Fillip

LIVING GROUP

Bonham Circus, Studio 4, 3rd Floor,
40 Bonham Strad, Sheung Wan, Hong Kong
Tel: +852 2328 7700
Email: gigi.yung@living-group.com
Website: www.living-group.com

Personnel

Office Manager Gigi Yung

LUCCAS HOLDING LIMITED

Room 1115, Metro Centre II, 21 Lam Hing
Street, Kowloon Bay, Hong Kong
Tel: +852 2385 2160
Email: ben.fung@lucas.com.hk
Website: www.lucas.com.hk

Personnel

Operation Manager Ben Fung

LUMINOUS MSL

6/F AIA Kowloon Tower, 100 How Ming Street,
Kwun Tong, Hong Kong
Tel: +852 2214 2688
Fax: +852 2850 8777
Email: business@luminous-asia.com
Website: www.luminous-asia.com

Year Established

2005

Personnel

Group Managing Director, South China

..... Alexis Chiu

General Manager Chow Po Kong

No. of Employees

20

Branches/Affiliates

Part of Publicis Group

Company Profile

Using creativity and technology, Luminous
HK connects brands with people at innovative
and engaging events. Every event is a journey,
and the audience we take on that journey will
remember key moments because we ensure
that those moments are truly LUMINOUS.

M & L

G/F & 1/F, Bangkok Bank Building, 18
Bonham Strand West, Sheung Wan, Hong
Kong
Tel: +852 2164 8900

Email: derek.tsang@mandl.asia

Website: www.mandl.asia

Personnel

Business Development Manager

..... Derek Tsang

M.E. PRO. COMPANY

Unit 20, 5/F Kowloon Bay Industrial Center,
15 Wang Hoi Road, Kowloon Bay, Kowloon,
Hong Kong
Tel: +852 2562 7575; Fax: +852 3747 8623
Email: marketing@mepro.com.hk
Website: www.mepro.com.hk

Personnel

Marketing Manager Karen Fu

MANYMANY CREATIONS LIMITED

Unit 1301, Block C, Sea View Estate,
8 Watson Road, Tin Hau, Hong Kong
Tel: +852 3549 6889; Fax: +852 3549 6899
Email: bonnie.leung@manymany.asia
Website: manymany.asia

Personnel

Business Director & Chief Creative Officer

..... Bonnie Leung

THE MARKETING STORE (HK) LTD

2808, 28/F Exchange Tower, 33 Wang Chiu
Road, Kowloon Bay, Hong Kong
Tel: +852 2880 8100; Fax: +852 3583 5932
Email: andrew.kingham@tmsw.com
Website: asia.tmsw.com

Personnel

Managing Director Andrew Kingham

MAXIMUM EMPLOYMENT MARKETING GROUP, HONG KONG

15/F Soundwill Plaza II-Midtown, 1-29 Tang Lung Street, Causeway Bay, Hong Kong
Tel: +852 5808 5819
Email: enquiries@maximum.com
Website: www.maximum.com
Personnel
Chief Commercial Officer....Emile Mac Gillavry

MAXX MARKETING LTD

Suite 702, 7/F Peninsula Centre, 67 Mody Road, Tsim Sha Tsui, Kowloon, Hong Kong
Tel: +852 2523 2093; Fax: +852 2977 5794
Email: michael.kwan@maxx-marketing.com
Website: www.maxx-marketing.com
Personnel
Chief Executive Officer.....Michael Kwan

MIDAS DESIGN ASSOCIATES LIMITED

Unit 207-8, 2/F Apec Plaza, 49 Hoi Yuen Road, Kwun Tong, Kowloon, Hong Kong
Tel: +852 2818 5428; Fax: +852 2818 6428
Email: delan@midasdesign.com.hk
Website: www.midasdesign.com.hk
Personnel
Managing Director Delan Chow

MK2 COMMUNICATIONS

Unit 2207, 22/F, Westlands Centre, 20 Westlands Road, Quarry Bay, Hong Kong
Tel: +852 2861 3330
Fax: +852 2528 3386
Email: info@mk2.com.hk
Website: www.mk2.com.hk
Personnel
Managing Director Maurice Chan

McCANN WORLDGROUP

31/F, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong
Tel: +852 2808 7888
Fax: +852 2890 5545
Email: florence.kong@mccann.com
jaslin.goh@mccann.com
Website: www.mccann.com
Personnel
Joint Managing Partners,
McCann Worldgroup Hong Kong
..... Florence Kong/Jaslin Goh

MRM//McCANN

30/F, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong
Tel: +852 2808 7888
Fax: +852 2881 6590
Email: jonathan.liu@mrmm-mccann.com
Website: www.mrm-mccann.com
Personnel
Managing Director, SVP Jonathan Liu

McCANN HEALTH

31/F, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong
Tel: +852 2808 7771
Fax: +852 2808 7338
Email: connie.lo@mccann.com
Website: www.mccannhealthchina.com
Personnel
President Greater China, HK & PRD
.....Connie Lo

MORN ASSOCIATES DESIGNERS

D233/F TML Tower, 3 Hoi Shing Road, Tsuen Wan, New Territories, Hong Kong
Tel: +852 2778 8710
Fax: +852 2319 2330
Email: margaret@morn.hk
Website: www.morn.hk
Personnel
Design Director Margaret Leung

MULLENLOWE HONG KONG

7/F Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2830 0847
Website: www.mullenlowegroup.com
Personnel
APAC CEO Vincent Digonnet

MY MIND CREATIVE LIMITED

Unit 414, Chai Wan Industrial City Phase I, No. 60 Wing Tai Road, Chai Wan, Hong Kong
Tel: +852 2573 8837
Fax: +852 2537 8937
Email: pauling@mymindcreative.com
Website: www.mymindcreative.com
Personnel
Business Manager Pauling Wong

NC COMMUNICATIONS LTD

Room 601-2 Haleson Building, 1 Jubilee Street, Central, Hong Kong
Tel: +852 2574 5177
Fax: +852 2891 7467
Email: ricky.cheng@ncchk.com
Website: www.ncchk.com
Personnel
Managing Director Ricky Cheng

NIMBUS INSIGHT LTD

Flat D2, 14/F Wing Hong Factory Building, 18-26 Kwai Fung Crescent, Kwai Chung, New Territories, Hong Kong
Tel: +852 3543 1548
Fax: +852 3747 3748
Email: marketing@nimbusinsight.com
Website: www.nimbusinsight.com
Personnel
Co-founder & Marketing Director... Vincent Ha

NUMERO ASIA GROUP

Unit 303 and 1408 Westlands Centre, 20 Westlands Street, Quarry Bay, Hong Kong
Tel: +852 3460 5327
Email: info@numero.asia
Website: www.numero.asia
Personnel
Co-Founder and Creative Director
..... Thomas Sgambetterra

OGILVY HONG KONG

23/F, The Center, 99 Queen's Road Central, Hong Kong
Tel: +852 2568 0161
Fax: +852 2885 3215
Email: katryna.mojica@ogilvy.com
Website: www.ogilvy.com
Personnel
Chief Executive Officer..... Katryna Mojica

OMNICOM GROUP

Suite 1501, 15/F, Cityplaza 4, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong
Tel: +852 2820 1806
Fax: +852 2511 8320
Email: serge.dumont@omnicomgroup.com
Website: www.omnicomgroup.com
Personnel
Vice Chairman And Chairman Asia Pacific
.....Serge Dumont

ONE ADVERTISING LIMITED

Room 319, 3/F Park Fook Industrial Building, 615-617 Tai Nan West Street, Lai Chi Kok, Kowloon, Hong Kong
Tel: +852 2121 8500
Fax: +852 2121 8577
Email: one@oneadv.com
Website: www.oneadv.com
Personnel
ECD/Director Ogar Wan

ORIEN LTD

1601 Pacific Plaza, 418 Des Voeux Road West, Central, Hong Kong
Tel: +852 2522 8122
Fax: +852 2522 7118
Email: bella@orien.com
Website: www.orien.com
Personnel
Managing Director Bella Dobie

PANDAISM DESIGN CONSULTANT

Room 1710, Yuen Long Trading Centre, 33 Wang Yip Street West, Yuen Long, Hong Kong
Tel: +852 2185 6224
Email: adamsyellow@pandaism.net
Website: www.pandaism.net
Personnel
Art Director Adam Wong

PBIL ADVERTISING LIMITED

Unit 403, Wing Tuck Commercial Centre, 177-183 Wing Lok Street, Sheung Wan, Hong Kong
Tel: +852 2191 8632
Fax: +852 2191 8980
Email: AlanLaw@pbil.com.hk
Website: www.pbil.com.hk
Personnel
CEO & Executive Creative Director..... Alan de Law

PHOTOMATO LTD

302, KT336, 336 Kwun Tong Road, Kowloon, Hong Kong
Tel: +852 2882 3917
Email: andrew@photomato.com
Website: www.photomato.com
Personnel
Managing Director Andrew Lau

PICO GLOBAL SERVICES LTD

Pico House, 4 Dai Fu Street, Tai Po Industrial Estate, Tai Po, Hong Kong
Tel: +852 2660 4487
Email: ivy.tam@hk.pico.com
Website: www.pico.com
Personnel
Customer Engagement Manager Ivy Tam

PMP ADVERTISING (INT'L) LTD

Room 1205, Eastern Harbour Centre,
28 Hoi Chak Street, Quarry Bay,
Hong Kong
Tel: +852 2100 0638
Fax: +852 2100 0797
Email: paul.lee@pmpadvertising.com
Website: www.pmpadvertising.com
Personnel
Managing Director Paul Lee

PPC BRANDING & DESIGN COMPANY

Unit B, 8/F Block 3, Camel Pink Building,
60 Hoi Yuen Road, Kwun Tong,
Kowloon, Hong Kong
Tel: +852 2504 3911
Fax: +852 2504 3551
Email: gary.jones@powerpointcreative.com
Website: www.weareppc.com
Personnel
Managing Director Gary Jones

PROPHET

13/F One Hysan Avenue, Causeway Bay,
Hong Kong
Tel: +852 2528 0983
Email: jmilliken@prophet.com
Website: www.prophet.com
Personnel
Partner Jay Milliken

PUBLICIS WORLDWIDE (HONG KONG) LTD.

6/ FAIA Kowloon Tower,
100 How Ming Street,
Kwun Tong, Hong Kong
Tel: +852 2590 5888
Fax: +852 2856 9905
Email: leadthechange@publicis-asia.com
Website: www.publicis.com
Year Established
1993
Personnel
Managing Director Maggie Wong
No. of Employees
50

Branches/Affiliates

Part of Publicis Groupe

Company Profile

Publicis Worldwide is a global creative agency providing strategic creative and digital ideas that help clients lead the change.

RADIANT PARTNERS LTD

Room 15A, Wing Sing Commercial Centre,
16 Wing Lok Street, Sheung Wan,
Hong Kong
Tel: +852 2851 1749
Fax: +852 2545 9734
Email: rpjl@rp.com.hk
Personnel
Director Jackson Li

RED ELEPHANT CREATIVE LTD

2301 Bayfield Building,
99 Hennessy Road, Wanchai,
Hong Kong
Tel: +852 9093 1717
Email: sertac@rec-projects.com
Website: www.rec-projects.com
Personnel
Founder/Designer Sertac Mustafaoglu

RED FUSE COMMUNICATIONS

16/F Oxford House, 979 King's Road,
Taikoo Place, Quarry Bay,
Hong Kong
Tel: +852 2884 6668
Fax: +852 2567 5018
Email: caroline.slocombe@redfuse.com
Website: www.redfuse.com
Personnel
Managing Director Caroline Slocombe

REM ADVERTISING LTD

Unit 12, 20/F, Block B,
New Trade Plaza, 6 On Ping Street,
Shatin, New Territories,
Hong Kong
Tel: +852 2834 8448
Fax: +852 2834 2411
Email: malvin@remhk.com
Website: www.remhk.com
Personnel
Creative Director Malvin Chuang

RHEMA ADVERTISING & BRAND BUILDING

Flat A, 4/F, Selwyn Factory Building,
404 Kwun Tong Road, Kwun Tong,
Kowloon, Hong Kong
Tel: +852 3542 5355
Fax: +852 3542 5515
Email: raychow@rhema-group.com
Website: www.rhema-group.com
Personnel
Managing Director Ray Chow

ROGER SANSOM PRODUCTIONS LIMITED

Suite 1002, 168 Queen's Road Central,
Central, Hong Kong
Tel: +852 2854 0488
Email: rspro@netvigator.com
Website: www.rsp.com.hk
Personnel
Creative Director Roger Sansom

SAATCHI & SAATCHI HONG KONG

33/ FAIA Kowloon Tower, 100 How Ming
Street, Kwun Tong, Kowloon, Hong Kong
Tel: +852 2582 3333
Fax: +852 2511 2246
Email: alexis.chiu@saatchi.com.hk
Website: www.saatchi.com
Year Established
1985
Personnel
Group Managing Director, South China
..... Alexis Chiu

No. of Employees

50

Branches/Affiliates

Part of Publicis Groupe

Company Profile

Saatchi & Saatchi HK is renowned for creative ideas that make emotional connections with consumers, and for integrated solutions that help our clients overcome challenges.

We are a strategic gateway for Chinese brands to gain worldwide attention, and for international brands to reinforce their positioning and gain a foothold in the Asia-Pacific region.

SB CONSULTING | LINKEDIN COACHING & MARKETING CONSULTANT

803/4 Seaview Commercial Building,
21-24 Connaught Road West, Sheung Wan,
Hong Kong
Tel: +852 9170 5575
Email: enquiries@sbconsulting.com.hk
Website: www.sbconsulting.com.hk
Personnel
LinkedIn Coach & Marketing Consultant
..... Steve Bruce

SECRET TOUR HONG KONG

Flat A, 7/F Lok's Industrial Building,
204 Tsat Tsz Mui Road, Hong Kong
Tel: +852 2831 1161
Email: stephen@secrettourhk.com
Website: secrettour.hk
Personnel
Creative Partner Stephen Chung

SEED DESIGN & ADVERTISING CO

1216, One Midtown, 11 Hoi Shing Road,
Tsuen Wan, New Territories, Hong Kong
Tel: +852 3422 3651
Email: katl@seeddesign.hk
Website: www.seeddesign.hk
Personnel
Account Manager Kat Lee

SEMEIOTICS INC

1B, 2 Yip Fat Street, Wong Chuk Hang, Hong Kong
Tel: +852 2804 1001; Fax: +852 2804 1009
Email: jon.kee@semeiotics.com
Website: www.semeiotics.com
Personnel
Managing Director Jonathan Kee

SENSES ADVERTISING

1107 Dominion Centre, 43-59 Queen's Road
East, Wanchai, Hong Kong
Tel: +852 2881 0003; Fax: +852 2577 6282
Email: robert@senses.com.hk
Website: www.senses.com.hk
Personnel
Chairman Robert Lee

SHUN HING ADVERTISING

Room 907, Part B, Peninsula Centre, 67 Mody
Road, Tsimshatsui East, Kowloon, Hong Kong
Tel: +852 2366 3833; Fax: +852 2366 6887
Email: danielwkyim@shunhinggroup.com
Website: www.adshac.com.hk
Personnel
General Manager Daniel Yim

SMART COMMUNICATION

Unit 1004, 10/F Hang Seng Bank Building,
339 Castle Peak Road, Kowloon, Hong Kong
Tel: +852 2718 2126; Fax: +852 2725 0778
Email: donna@smartcom.com.hk
Website: www.smartcom.com.hk
Personnel
Managing Director Donna Mo

SOVEREIGN AD

Tel: +81 506867 3553
Email: bkk@sovereignmediajp.com
Website: www.sovereignmediajp.com
Personnel
Senior Management Kami S.

SPARK CREATIVE COMMUNICATION LTD

705, Singga Commercial Center,
148 Connaught Road West, Hong Kong
Tel: +852 2893 7880; Fax: +852 2893 7885
Email: charlotte@sparkcc.com
Website: www.sparkcc.com

Personnel

Director Charlotte Tsui/Conrad Pong

SPARKS AND FLY

Room C, 2/F, Capital Trade Centre, 62 Tsim
Yip Street, Kwun Tong, Kowloon, Hong Kong
Tel: +852 5233 3530
Email: info@sparksandfly.com
Website: www.sparksandfly.com

Personnel

Business Development Manager
..... Louise Loong

SPEEDY DESIGN COMMUNICATIONS LTD

Room 01, 10/F Connaught Commercial Bldg.,
185 Wanchai Road, Wanchai, Hong Kong
Tel: +852 2834 4656; Fax: +852 2834 4721
Email: joyce@speedydesign.com
Website: www.speedydesign.com

Personnel

Managing Director Joyce Ngan

SPIN DESIGN & ADVERTISING LTD

1/F 20 Hollywood Road, Central, Hong Kong
Tel: +852 2526 6498; Fax: +852 297 36765
Email: info@spin.com.hk
Website: www.spin.com.hk

Personnel

Managing/Creative Director...Dennis Skouse

SPRINGTIME DESIGN LIMITED

11/F, 168 Queens Road Central,
Central, Hong Kong
Tel: +852 2276 4887; Fax: +852 2276 4664
Email: janice@springtimedesign.com
Website: www.springtimedesign.com

Personnel

Director Janice Kwan

STANDARD ADVERTISING HONG KONG LTD

Room C, 2/F, 293 Queen's Road West,
Sai Ying Pun, Hong Kong
Tel: +852 2808 1019; +852 9364 9749
Email: yoishim@gmail.com

Personnel

Managing Director Yoichi Shimura

START ADVERTISING CO., LTD

Room 1203B, 12/F, 148 Electric Road,
Hong Kong
Tel: +852 2147 7208; Fax: +852 2147 7037
Email: catherine@start-ad.com
Website: www.start-ad.com

Personnel

Senior Account Manager Catherine Chan

STEPWORKS

19/FLKF 29, 29 Wyndham Street,
Central, Hong Kong
Tel: +852 3678 8700; Fax: +852 2543 4269
Email: hello@stepworks.com.hk
Website: www.stepworks.com.hk

Personnel

Managing Director Stephen Barry

SUPERUNION

23rd Floor, The Center, 99 Queen's Road,
Central, Hong Kong
Tel: +852 2568 0255; Fax: +852 2567 0622
Email: hongkong@superunion.com
Website: www.superunion.com

Personnel

Chairman Monica Lee

SYNERGY MARKETING (ASIA) LIMITED

Unit 6, 5/F Hopeful Factory Centre,
10-16 Wo Shing Street, Fo Tan,
New Territories, Hong Kong
Tel: +852 2510 9539; Fax: +852 2508 1119
Email: jacky@sma.hk
Website: www.sma.hk

Personnel

Chief Executive Officer.....Jacky Wong

TAI PING ADVERTISING CO LTD

9/F DCH Building, 20 Kai Cheung Road,
Kowloon Bay, Kowloon, Hong Kong
Tel: +852 2768 2000; Fax: +852 2811 3830
Email: andrewyiu@dchtpa.com.hk

Personnel

Media DirectorAndrew Yiu

TANDEM DESIGN

Unit 17C, 235 Wing Lok Street Trade Centre,
Sheung Wan, Hong Kong
Tel: +852 2543 8818
Email: kevin.yuen@tandemdesign.com.hk
Website: www.tandemdesign.com.hk

Personnel

Design PartnerKevin Yuen

THE TANK LTD

2002 Connaught Commercial Building,
185 Wanchai Road, Hong Kong
Tel: +852 2860 6600
Email: enquiries@thetank.com.hk
Website: www.thetank.com.hk

Personnel

Managing Director James Christopher Zi

TINK VISUAL COMMUNICATION

Unit 1110, 11/F Cornell Centre,
50 Wing Tai Road, Chaiwan, Hong Kong
Tel: +852 2887 9628; Fax: +852 2887 9801
Email: kelvin@tink.com.hk
Website: www.tink.com.hk

Personnel

Executive Creative Director Kelvin Hung

TREACLE LTD

14A Kiu Fu Commercial Building,
300 Lockhart Road, Wanchai, Hong Kong
Tel: +852 3565 5265
Email: info@treacle.com.hk
Website: www.treacle.com.hk

Personnel

Marketing ManagerJosie Mitchell

TRIANGLE MARKETING SERVICES CO LTD

15/F Units 1 & 2 Fullerton Centre,
19 Hung To Road, Kwun Tong, Hong Kong
Tel: +852 2886 5128; Fax: +852 2886 5470
Email: rodneytam@triangleworldwide.com
Website: www.triangleworldwide.com

Personnel

Chief Executive Officer.....Rodney Tam

TURN CREATIVE LIMITED

Room 1101, 148 Electric Road, North Point,
Hong Kong
Tel: +852 2878 8778
Fax: +852 2878 8776
Email: tonyhon@turn.com.hk
Website: www.turn.com.hk

Personnel

DirectorTony Hon

TBWA\HONG KONG

16/F, Cambridge House, Tai Kok Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2833 2033; Fax: +852 2834 5877
Email: general@tbwa.com.hk
Website: www.tbwa.com.hk

Year Established

1996

Personnel

CEO Greater China.....Joanne Lao
Managing DirectorJan Cho
Chief Financial OfficerMandy Chin
Executive Creative DirectorJerome Ooi
Business DirectorPauline Wong
Head of StrategyTerence Ling
Head of DigitalAnne Chan
Director of SocialGerald Tam
Head of Creative TechnologyHerbert Ng

No. of Employees

90

Company Profile

TBWA\is The Disruption® Company; a top-ten ranked global advertising collective. They use the trademarked Disruption® methodologies to develop business-changing and culture-defining ideas for brands. In Hong Kong, TBWA has been continuously recognised as the top agency in award shows. In 2017 they scored both Creative AOY (Silver), Digital AOY (Gold), and Integrated AOY, Greater China (Silver) at the Campaign Agency of the Year.

UNIPLAN HONG KONG LTD

16/F Guardian House,
32 Oi Kwan Road, Wanchai, Hong Kong
Tel: +852 2757 9628
Fax: +852 2757 9019

Email: uniplan@uniplan.com.hk

Website: www.uniplan.com

Personnel

Director, Human Resources & Administration
.....Audrey Lai

VISION INTEGRATED COMMUNICATIONS LTD

16/F, No. 4 Kam Hong Street, North Point,
Hong Kong
Tel: +852 2881 6800
Fax: +852 2881 6639

Email: ichiu@visionic.com.hk

Personnel

Managing DirectorWilliam To

VISUALUTION LABS LIMITED

2B, 499 King's Road,
North Point Industrial Building, North Point,
Hong Kong
Tel: +852 2806 1369
Fax: +852 2815 3990

Email: kaho@visualutionlabs.com

Website: www.visualutionlabs.com

Personnel

Managing PartnerKaho Yue

WE MARKETING GROUP

Room 204, Phase II Chai Wan Industrial City,
70 Wing Tai Road, Chai Wan,
Hong Kong

Tel: +852 3591 8200

Fax: +852 3591 8300

Email: viveca@wemarketinggroup.com

Website: www.wemarketinggroup.com

Personnel

Chairman & CEO Viveca Chan

WHIM ADVERTISING LTD

Room 2907, 29/FW50,
50 Wong Chuk Hang Road,
Wong Chuk Hang, Hong Kong

Tel: +852 2566 8613

Fax: +852 2570 5825

Email: vincent@whimad.com

Website: www.whimad.com

Personnel

Managing Director Vincent Ho

WOWWOWTANK

2/F, Unit D, Tung Chong Industrial Building,
659 King's Road, Hong Kong

Tel: 852 3105 2003

Fax: 852 3105 3189

Email: wowwowtank@gmail.com

Personnel

Owner/CCO Tan Khiang

X2 CREATIVE LTD

3/F Workington Tower, 78 Bonham Strand,
Sheung Wan, Hong Kong

Tel: +852 2152 1553

Email: zoe.cheung@x2creative.asia

Website: www.x2creative.asia

Personnel

Business Director Zoe Cheung

Y&R HONG KONG

16/F Oxford House, 979 King's Road,
Taikoo Place, Quarry Bay, Hong Kong

Tel: +852 2884 6668

Fax: +852 2567 5018

Email: damien.tew@yr.com

Website: www.yr.com

Personnel

Managing Director, Greater Bay Area, China
..... Damien Tew

ZOOM & SIZES ADVERTISING AGENCY LIMITED

20/F Park Commercial Centre,
180 Tung Lo Wan Road,
Causeway Bay, Hong Kong

Tel: +852 2548 1300

Fax: +852 2540 6071

Email: info@zoomandsizes.com

Website: www.zoomandsizes.com

Personnel

Managing Director Anne Ma

ZOOM & SIZES COMMUNICATIONS LIMITED

20/F Park Commercial Centre, 180 Tung Lo
Wan Road, Causeway Bay, Hong Kong

Tel: +852 2548 1300

Fax: +852 2540 6071

Email: info@zoomandsizes.com

Website: www.zoomandsizes.com

Personnel

Managing Director Bonnie Hung

INDIA

27 MEDIA

Attigri Layout, Shivagiri, Unkal Cross (Left),

Hubballi-Dharwad 580031,

India

Tel: +91 96207 19320

Email: sanjay@27media.in

Website: www.27media.in

Personnel

Creative Director Sanjay Katwa

7TH SENSE CONCEPTS

301-B, Silver Coin, Kalawad Road, Gujarat,

Rajkot 360005, India

Tel: +91 281 256 1182

Email: haritrushi@7thsense.in

Website: www.7thsense.in

Personnel

Chief Executive Officer Haritrushi Purohit

AA ADVERTISING & COMMUNICATIONS PVT LTD

#27 AA Towers, MSR Main Road, Mathikere,
Bangalore 560054, India

Tel: +91 80 2357 8382

Fax: +91 80 2337 8382

Email: jajjo@aaa.net.in

Website: www.aaa.net.in

Personnel

Proprietor Jaijo Joseph

ABSOLUTE CONCEPTS

42/B, Anurekha Society, Karvenagar,
Pune 411052, India

Tel: +91 91587 78887

Email: solutions@absoluteconcepts.in

Website: www.absoluteconcepts.in

Personnel

Chief Executive Officer Nagesh Janape

ADFACTORS ADVERTISING

City Hall, Oasis Complex, Kamala Mills
Compound, Pandurang Budhkar Marg,

Lower Parel (W), Mumbai 400013,

India

Tel: +91 22 2494 5155

Fax: +91 22 2494 5152

Email: subu@adfactorsadvertising.com

Personnel

General Manager V Subramanian

ADVERTISING BUREAU & CONSULTANTS

1B, Raja Subodh Mullick Square,
Kolkata 700013, India

Tel: +91 33 2236 2308

Fax: +91 33 2236 9135

Email: info@abcadvertising.in

Website: www.abcadvertising.in

Personnel

Chief Executive Officer Aveek Roy Chowdhury

ADWIZE

No. 10, 100 Feet Ring Road,
BTM Layout, 1st Stage,
Bangalore 560068, India

Tel: +91 80 4111 5959

Email: sony@adwize.in

Website: www.adwize.in

Personnel

Managing Director Sony Joseph

APAX GROUP INDIA

Unit 501, 5/F, Sheetal Enclave,
Mindspace, Off New Link Road,
Malad (W), Mumbai 400064,
India

Tel: +91 22 4010 6064

Fax: +91 22 4210 0601

Email: terence_chu@apaxgroup.com

Website: www.apaxgroup.com

Personnel

Founder & CEO Terence Chu

AQUARIUS PROMOTIONS

F-7, 1st Floor, Ushapreet 42, Malviya Nagar,
Bhopal 462003, India

Tel: +91 755 422 2442

Fax: +91 755 422 2445

Email: info@aquariuspp.com

Website: www.aquariuspp.com

Personnel

MD & Founder Avinash Sharma

ASATSU-DK FORTUNE COMMUNICATIONS PVT. LTD

B1&B2, Enkay Tower,
Udyog Vihar Phase-V,
Gurgaon 122016, India

Tel: +91 124 453 9700

Fax: +91 124 453 9752

Website: www.facebook.com/ADKFCOM/

Personnel

Managing Partner Subroto Pradhan

ASFIYA ADVERTISING

84 Pushpa Nagar Main Road,
Nungambakkam, Chennai 600034,
India

Tel: +91 44 2817 1743

Fax: +91 44 2817 1742

Email: asfiyaadvtg@gmail.com

Personnel

Managing Director S. Mohammed

AUTUMN WORLDWIDE PVT LTD

#3 & 3/4, Crescent Road, Kumara Kurpa East,
Bangalore 560001, India

Tel: +91 80 4028 9902

Email: ashetty@autumnworldwide.com

Website: www.autumnworldwide.com

Personnel

Chief Executive Officer Anusha Shetty

AVAIL ADVERTISING INDIA PVT LTD

Fiat No 10, 3/F Aasman Apartments,
Opp SNTD College, Off Karve Road,
Erandwane, Pune 411004, India

Tel: +91 20 2542 3639

Email: director@availadvertising.com

Website: www.availadvertising.com

Personnel

Director Avinash Shaligram

BATES CHI&PARTNERS INDIA

578, 9th A Main, Indira Nagar,
1st Stage, Bangalore 560038,
India

Tel: +91 80 4412 9000

Fax: +91 80 4412 9010

Email: vs.srikanth@bateschi.com

Website: www.bateschi.com

Personnel

Chief Executive Officer VS Srikanth

BATES CHI&PARTNERS BANGALORE

578, 9th A Main, Indira Nagar, 1st Stage, Bangalore 560038, India
Tel: +91 80 44129000
Fax: +91 80 44129010
Email: naveen.raman@bateschi.com
Website: www.bateschi.com

Personnel

Managing Director Naveen Raman

BATES CHI&PARTNERS DELHI

6/F, Tower A, Global Biz Pk, Dronacharya Metro Station, Mehrauli Gurgaon Road, Gurgaon, New Delhi 122002, India
Tel: +91 11 44029024; Fax: +91 11 43519031
Email: vs.srikanth@bateschi.com
Website: www.bateschi.com

Personnel

Chief Executive Officer VSSrikanth

BATES CHI&PARTNERS KOLKATA

9th Floor, Office Space No.901, Infinity IT Lagoon, Plot No. E2-2/1 Block EP & GP, Sector V, Bidhannagar, Salt Lake Electronics Complex, Kolkata 700091, India
Tel: +91 33 40027120; Fax: +91 33 40027121
Email: sharmista.dev@bateschi.com
Website: www.bateschi.com

Personnel

Managing Director Sharmista Dev

BATES CHI&PARTNERS MUMBAI

11/F, Commerz International Business Park, Oberoi Garden City, Off Western Express Highway, Goregaon East, Mumbai 400063, India
Tel: +91 22 4434900
Email: vs.srikanth@bateschi.com
Website: www.bateschi.com

Personnel

Chief Executive Officer VSSrikanth

BBDO INDIA

Gurgaon
2nd Floor, Plot No. 1 & 2, Sector -29, Gurgaon 122002, Haryana, India
Tel: +91 124 4759400
Email: josy.paul@bbdoindia.in
Website: www.bbdoindia.com

Mumbai
Paragon Centre, Building 'C', 1st Floor, Pandurang Budhkar, Marg, Worli, Mumbai, India 400013
Tel: +91 22 61544444
Fax: +91 22 61544445

Personnel

Chairman & Chief Creative Officer Josy Paul

BE POSITIVE 24

1/F, Ashraya, Door No 76, Old No 31, Giri Road, T Nagar, Chennai 600017, India
Tel: +91 9840218328
Email: mailkarobepositive24.com
Website: www.bepositive24.com

Personnel

Managing Director Abhishek Shah

THE BEACH ADVERTISING

46B, First Floor, DDA Flats, Shahpur Jat, New Delhi 110049, India
Tel: +91 11 26496163
Email: satya@thebeachadvertising.com
Website: www.thebeachadvertising.in

Personnel

Partner Satya Prakash

BHAVES ADVERTISERS

4-1-938/22/B/A, 1/F Ahuja Estate, Abids, Hyderabad 500001, India
Tel: +91 40 24765432
Email: anand@bhavesads.com
Website: www.bhavesads.com

Personnel

Business Head Anand Chandak

BLUEBIRD ADVERTISING PVT LTD

BA-3, Stutee Building, Bank Street, Karol Bagh, New Delhi 110005, India
Tel: +91 11 42321093
Fax: +91 11 28758717
Email: bluebirdadvertising@gmail.com
Website: www.bluebirdadvertising.net

Personnel

Marketing Director Dalip Sachdeva

BRAND DIARIES CREATIVE COMMUNICATIONS

23/53 Old Rajinder Nagar, New Delhi 110060, India
Tel: +91 9911764488
Email: shobhit@branddiaries.com
Website: branddiaries.com

Personnel

Founder Shubham Shobhit

BRANDBODH COMMUNICATIONS PVT LTD

351 Vishwa Laxmi Apartment, Shaniwar Peth, Pune 411030, India
Tel: +91 9822667878
Email: grow@brandbodh.com
Website: www.brandbodh.com

Personnel

Founder Kishor Kurwalkar

BRANDS EYE

331 Mastermind 1, Royal Palms, Aarey Colony, Goregaon (E), Mumbai 400065, India
Tel: +91 9821406944
Email: info@brandseye.in
Website: www.brandseye.in

Personnel

Founder & Creative Head Minesh Lodaya

CANDY COMMUNICATION

C-42, Second Floor, Lajpat Nagar-III, New Delhi 110024, India
Tel: +91 9818822415
Email: getintouch@candycommunication.com
Website: www.candycommunication.com

Personnel

Digital Executive Sushmita Singh

CENSER ADVERTISING PVT LTD

4E/7, Jhandewalan Extension, New Delhi 110055, India
Tel: +91 11 28314410
Email: rajendra@censer.in
Website: www.censer.in

Personnel

Director Rajendra Agrawal

CENTAUR RESEARCH

90, Venus CHS, EMP-17, Thakur Village, Kandivali, Mumbai 400101, India
Tel: +91 22 28868155
Fax: +91 22 28868155
Email: chanx.singha@c-research.in
Website: www.c-research.in

Personnel

Global Research Executive Chandra Kumar Singha

CENTUM ADVERTISING & MARKETING PVT LTD

407 & 408, Padma Tower II, Rajendra Place, New Delhi 110008, India
Tel: +91 11 25744004
Fax: +91 11 25743047
Email: gopal.arora2007@gmail.com
Website: www.centumad.com

Personnel

Managing Director Gopal Arora

CHEIL INDIA

2nd Floor, Block-C, Vipul Tech Square, Sector 43, Golf Course Road, Haryana, Gurgaon 122002, India
Tel: +91 124 4805500
Fax: +91 124 4805505
Email: business@cheil.com
Website: www.cheil.com

Personnel

Chief Financial Officer Youngjai Lee

CHIRANJN ADVERTISING

E-170, LGF East of Kailash, New Delhi 110065, India
Tel: +91 11 45192026
Fax: +91 11 26479036
Email: chiranjn@hotmail.com
Website: www.chiranjn.com

Personnel

Head of Operations Kamal Bhatia

CIRCUIT 9 COMMUNICATIONS PVT LTD

No. 63, 1st Floor, 14th Cross, 9th Main Road, 2nd Stage, Indiranagar, Bangalore 560038, India
Tel: +91 80 40909033; Fax: +91 80 40909033
Email: ajayg@circuit9.in
Website: www.circuit9.in

Personnel

Director, Business Ajay Gupta

COLLATERAL - THE STORYTELLERS

B 303, Pramukh Plaza, Cardinal Gracious Road, Opp P&G Plaza, Chakala, Andheri (E), Mumbai 400099, India
Tel: +91 8655041287/88
Email: reachus@collateral.co.in
Website: www.collateral.co.in

Personnel

Chief Executive Officer Nandini Shastri

CONQUEST COMMUNICATIONS PVT LTD

S-221, Panchsheel Park, New Delhi 110017, India
Tel: +91 11 41638000; Fax: +91 11 41638001
Email: info@conquestin.com
Website: www.conquestin.com
Personnel
Director Sunaina Anand

CONTRACT ADVERTISING (INDIA) PVT LTD

Unit 1501, 15/F, Tower 3, India Bulls Finance Centre, Senapati Bapat Marg, Elphinstone Mill Compound, Elphinstone Road (W), Mumbai 400013, India
Tel: +91 22 40569696
Email: raji.ramaswamy@contractindia.co.in
Website: www.contractindia.co.in
Personnel
Chief Executive Officer Raji Ramaswamy

CPM INDIA SALES & MARKETING PVT LTD

C-126, Okhla Industrial Area, Phase 1, New Delhi 110020, India
Tel: +91 11 49694969
Email: sonika.saxena@in.cpm-int.com
Website: www.in.cpm-int.com
Personnel
Contact Sonika Saxena

CRAYONS ADVERTISING PVT. LTD.

NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate, Phase 3, New Delhi 110020, India
Tel: +91 11 41630000
Fax: +91 11 26382214
Email: del@crayonad.com
Website: www.crayonad.com
Personnel
Managing Director Kunal Lalani

CUT THE CRAP

B811, Samarth Aishwarya, Lions Sol Road, Andheri (W), Mumbai 400053, India
Tel: +91 99203 43603
Email: jagdish.acharya@cutthecrap.in
Website: www.cutthecrap.in
Personnel
Founder & Creative Head Jagdish Acharya

DACUNHA COMMUNICATIONS PVT LTD

Maker Chamber 3, 3/F, Office #26, Nariman Point, Mumbai 400021, India
Tel: +91 22 22830011
Fax: +91 22 22843247
Email: dacunha@dacunha.in
Personnel
Chairman Sylvester da Cunha

DAMAM ADVERTISING

Damam House, #57, 1st Main, Bhairavesh-waranagar, Nagarbhavi Road, Bangalore 560072, India
Tel: +91 80 2321 4391
Email: damamgroup@gmail.com
Website: www.damamgroup.com
Personnel
Group Head Jagdish Kumar Damam

DDB MUDRA GROUP

Mudra House, Opp. Grand Hyatt, Santacruz East, Mumbai 400055, India
Tel: +91 22 62950808; Fax: +91 22 33080304
Email: aditya.kanthy@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Group Managing Director,
DDB Mudra Group Aditya Kanthy

DDB MUDRA WEST - AHMEDABAD

Mudra Tower, Shanti Sadan Nagar Society, Near Ellis Bridge, Ahmedabad 380006, India
Tel: +91 79 67120000
Fax: +91 79 26463606
Email: rajiv.sabnis@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Executive Director,
DDB Mudra Group Rajiv Sabnis

DDB MUDRA WEST - MUMBAI

Mudra House, Opp. Grand Hyatt, Santacruz East, Mumbai 400055, India
Tel: +91 22 62950808; Fax: +91 22 33080304
Email: rajiv.sabnis@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Executive Director,
DDB Mudra Group Rajiv Sabnis

DDB MUDRA NORTH

Platinum Tower, Ground Floor, 184 Udyog Vihar, Phase-1, Gurgaon, Haryana-122016, India
Tel: +91 124 6614400; Fax: +91 124 6641700
Email: rajiv.sabnis@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Executive Director,
DDB Mudra Group Rajiv Sabnis

DDB MUDRA SOUTH

Golf View Homes, 24 Wind Tunnel Road, Off HAL Airport Road, Murugeshpalya, Bengaluru 560017, India
Tel: +91 80 67183700
Email: ranji.cherian@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
President & Managing Partner,
DDB Mudra South Ranji Cherian

OMD MUDRAMAX

Mudra House, Opp. Grand Hyatt, Santacruz East, Mumbai 400055, India
Tel: +91 22 62950808; Fax: +91 22 33080304
Email: sathya.murthy@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Executive Director, DDB MudraMax Group
& President, OMD Mudra Max
..... Sathyamurthy N

TRACK DDB INDIA

Mudra House, Opp. Grand Hyatt, Santacruz East, Mumbai 400055, India
Tel: +91 22 62950808; Fax: +91 22 33080304
Email: rajiv.sabnis@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Executive Director,
DDB Mudra Group Rajiv Sabnis

22FEET TRIBAL WORLDWIDE INDIA - MUMBAI

Mudra House, Opp. Grand Hyatt, Santacruz East, Mumbai 400055, India
Tel: +91 22 62950808; Fax: +91 22 33080304
Email: deepak@22feettribalworldwide.com
Website: www.22feettribalworldwide.com
Personnel
Chief Executive Officer,
22feet Tribal Worldwide Deepak Nair

22FEET TRIBAL WORLDWIDE INDIA - BENGALURU

Golf View Homes, 24 Wind Tunnel Road, Off HAL Airport Road, Murugeshpalya, Bengaluru 560017, India
Tel: +91 80 67183700
Email: deepak@22feettribalworldwide.com
Website: www.22feettribalworldwide.com
Personnel
Chief Executive Officer,
22feet Tribal Worldwide Deepak Nair

INTERBRAND INDIA

Mudra House, Opp. Grand Hyatt, Santacruz East, Mumbai 400055, India
Tel: +91 22 62950808; Fax: +91 22 33080304
Email: ashish.mishra@interbrand.com
Website: www.ddbmudragroup.com
Personnel
Managing Director, Interbrand India
..... Ashish Mishra

TRACYLOCKE INDIA

Platinum Tower, Grand Floor, 184 Udyog Vihar, Phase-1, Gurgaon, Haryana-122016, India
Tel: +91 124 6614400
Email: vineet.gupta@ddb mudragroup.com
Website: www.ddbmudragroup.com
Personnel
Group CEO, DDB Mudra Group ... Vineet Gupta

DEADLINE ADVERTISING PVT LTD

304 Amore, 3/F, Junction of 2nd Road & 4th Road, Khar (W), Mumbai 400052, India
Tel: +91 22 26483458
Fax: +91 22 26044630
Email: prashant@deadlineadvertising.com
Website: www.deadlineadvertising.com
Personnel
Director Prashant Basrur

DENTSU AEGIS NETWORK INDIA

Mumbai
6th Floor, B Wing, Poonam Chambers, Dr. Annie Besant Road, Mumbai 400018, India
Tel: +91 22 30248100; Fax: +91 22 30248125
Gurgaon
10/F, DLF Cyber Terraces, Building No. 5-A, DLF Cyber City, Phase III, Haryana, Gurgaon 122022, India
Tel: +91 124 335 1666
Bengaluru
Alyssa, 3rd Floor, No. 23, Richmond Road, Landmark: Next to TNT Express Office, Bangalore, Karnataka 560025, India
Tel: +91 80 4142 7666
Email: ashish.bhasin@dentsuaegis.com
Personnel
Chairman & CEO South Asia Ashish Bhasin

DESIGNFLYOVER CONSULTING LLP

Room 202, 2/F Pankaj Building, Inside Symphony IT Park, Off Chandivali Farm Road, Andheri (E), Mumbai 400072, India
Tel: +91 97692 78055
Email: nachiket@designflyover.com
Website: www.designflyover.com

Personnel

Co-Founder & CEO Nachiket Gandhi

DEZINO GRAPHIST

KG-III/38, Vikas Puri, New Delhi 110018, India
Tel: +91 98107 77976
Email: harpreet@dezinographist.com
Website: DezinoGraphist.com

Personnel

Art Director Harpreet Singh

DIRECT ACCESS INDIA PVT LTD

B-1069, Oberoi Gardens Estate, Chandivali Farm Road, Chandivali, Mumbai 400072, India
Tel: +91 2267080304
Email: prem@directaccess.co.in
Website: www.directaccess.co.in

Personnel

Director Premnath Rajagopalan

DISHA COMMUNICATIONS PVT LTD

16 Church Road, Opp to St Michael's Church, Shanthi Nagar, Bangalore 560027, India
Tel: +91 80 2222 4975
Fax: +91 80 2222 4628
Email: mathew.kk@dishacom.com
Website: www.dishacom.com

Personnel

Chairman & Managing Director K K Mathew

DREAM DEZIGNS

237 Peters Road, Gopalapuram, Chennai 600086, India
Tel: +91 44 4292 5003
Fax: +91 44 4292 5005
Email: shankar@dreamdezigns.com
Website: www.dreamdezigns.com

Personnel

Managing Director CAS Shankar

EFFERVESCENT TECHNOLOGIES PVT LTD

Block 4, 1/F Himmat Mansion, L J Road, Shivaji Park, Opp Royal Nursing Home, Dadar (W), Mumbai 400028, India
Tel: +91 22 2446 8775
Email: pushkar@effervescent.in
Website: www.effervescent.in

Personnel

Managing Director Pushkar Gupta

ELEPHANT DESIGN PVT LTD

13 Kumar Srishti, NDA Pashan Road, Bavdhan, Pune 411021, India
Tel: +91 20 2295 1055
Email: ashwini@elephantdesign.com
Website: www.elephantdesign.com

Personnel

Co-founder Director Ashwini Deshpande

EYP CREATIONS PVT LTD

Plot No 8, TPT Area, Sector 26, Chandigarh 160019, India
Tel: +91 8283093344
Email: mayuri@eypcreations.com
Website: www.eypcreations.com

Personnel

Co-Founder & Head Marketing & Creative Mayuri Gupta

FCB INDIA

6/F Chibber House, Sakinaka, Andheri (E), Mumbai 400072, India
Tel: +91 22 7138 9000
Email: centrepoin@fcbulka.com
Website: www.fcbulka.com

Personnel

Group Chairman & CEO, FCB India ... Rohit Ohri

FCB INTERFACE

5/F Chibber House, Sakinaka, Andheri (E), Mumbai 400072, India
Tel: +91 22 7138 9000
Email: centrepoin@fcbinterface.com

Personnel

Chief Executive Officer, FCB Interface Joe Thaliath

FCB ULKA

6/F Chibber House, Sakinaka, Andheri (E), Mumbai 400072, India
Tel: +91 22 7138 9000
Email: centrepoin@fcbulka.com
Website: www.fcbulka.com

Personnel

Chief Executive Officer, FCB Ulka Nitin Karkare

FITCH INDIA, DELHI

Nestle House, Design Lab, 2nd Floor, Jacaranda Marg M Block, DLF City Phase II, National Highway 8, New Delhi 122002, India
Tel: +91 124 332 1444
Email: mark.dcosta@fitch.com
Website: www.fitch.com

Personnel

Managing Director Mark D'Costa

FITCH INDIA, MUMBAI

20/F, Tower 2, Indiabulls Finance Centre, Elphinstone, Mumbai 400013, India
Tel: +91 22 49106910
Email: mark.dcosta@fitch.com
Website: www.fitch.com

Personnel

Managing Director Mark D'Costa

FORECAST ADVERTISING PVT LTD

1502-B-1, Universal Majestic, 15th Floor, P.L. Lokhande Marg, Chembur, Mumbai 400043, India
Tel: +91 22 6767 5100
Fax: +91 22 6767 5147
Email: ganesh@forecastadvgt.com
Website: www.forecastadvgt.com

Personnel

Director Ganesh Shanbhag

FOUNTAINHEAD MKTG

New Era Mills Compound, 1st Floor, 16 Mogul Lane, Matunga West, Mumbai 400016, India
Tel: +91 22 6740 4600
Fax: +91 22 6740 4666
Email: neale.murray@fhmktg.com
Website: www.fhmktg.com

Personnel

Co-Founder & Group COO Neale Murray

FRACTAL INK DESIGN STUDIO PVT. LTD. - LINKED BY ISOBAR

1st Floor, Devchand House, ShivSagar Estate, Worli, Mumbai, India
Tel: +91 22 6134 1800
Email: tanay.kumar@fractalink.com
Website: www.fractalink.com

Personnel

CEO & COO Tanay Kumar

FULRANI ADVERTISING & MARKETING

D-33, Penta Galaxy, SPPL Complex, Wadala-East, Antop Hill, Mumbai 400037, India
Tel: +91 22 2415 9061
Email: fulrani.advt@gmail.com

Personnel

Proprietress Vidya Deepak Shedge

GARUDA ADVERTISING PVT LTD

D-25/C1, South Extension 2, New Delhi 110049, India
Tel: +91 11 2625 1001
Fax: +91 11 2625 1006
Email: findgaruda@gmail.com
Website: www.garudaadvertising.com

Personnel

Managing Director Shilpy S. Saxena

GASOLINE CREATIVE PVT LTD

B1 Bombay Market, Tardeo, Mumbai 400034, India
Tel: +91 22 2652 9364
Email: anil@gasolinecreative.com
Website: www.gasolinecreative.com

Personnel

Founder Anil Kakar

GAUGE ADVERTISING

Pearl Omaze 713, Tower 2, Netaji Subhash Place, Pitampura, New Delhi 110034, India
Tel: +91 11 4923 5501
Fax: +91 11 4508 5026
Email: surender.keswani@gaugeadvertising.com

Website: www.gaugeadvertising.com

Personnel

Director Surender Keswani

GENESIS ADVERTISING PVT LTD

2/F, Block B, Ananbalok Building, 227 AJC Bose Road, Kolkata 700020, India
Tel: +91 33 2287 5744
Fax: +91 33 2287 6052
Email: ujjal@genesisad.com
Website: www.genesisad.com

Personnel

Managing Director Ujjal Sinha

GEOMETRY GLOBAL INDIA - GURGAON

Plot No 116, Sector 44, Gurgaon 122003, India
Tel: +91 124 468 9400
Email: sukrit.singh@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer..... Sukrit Singh

GEOMETRY GLOBAL INDIA - MUMBAI

6/F, Vastu Prestige Link Road, Andheri West, Mumbai 400053, India
Tel: +91 22 4042 6880
Email: rahul.saigal@geometry.com
Website: www.geometry.com

Personnel

President Rahul Saigal

GOLDMINE ADVERTISING LTD

306, The Summit, Hanuman Road, Vile Parle (E), Mumbai 400057, India
Tel: +91 22 2626 2020
Fax: +91 22 2626 2070
Email: madan@goldminetd.com
Website: www.goldminetd.com

Personnel

Managing Director Madan Singla

GRAPHIC ARTS INDUSTRIES

106 Shree Complex, 73 St John Road, Bangalore 560042, India
Tel: +91 80 2558 6132
Email: gaiads@gmail.com
Website: www.gaiads.com

Personnel

Director Daniel Thomas

GRAPHISADS PVT LTD

4/24A, Asaf Ali Road, Near Delhi Gate, New Delhi 110002, India
Tel: +91 11 4537 9999
Fax: +91 11 4537 9901
Email: ga@graphisads.com
Website: www.graphisads.com

Personnel

Director Alok Gupta

GREY GROUP INDIA

Grey House, 28, Dr. E. Borges Road, Parel, Mumbai 400012, India
Tel: +91 22 4036 6200
Fax: +91 22 4036 6220
Email: yash.samat@grey.com
Website: www.grey.com/india

Personnel

Chairman & Managing Director Yashaswini Samat

GREY MUMBAI

Grey House, 28, Dr. E. Borges Road, Parel, Mumbai 400012, India
Tel: +91 22 4036 6363
Fax: +91 22 4036 6210
Email: vineet.singh@grey.com
Website: www.grey.com/india

Personnel

Vice President & Office Head..... Vineet Singh

GREY DIGITAL INDIA

Grey House, 28, Dr. E. Borges Road, Parel, Mumbai 400012, India
Tel: +91 22 4036 6363
Fax: +91 22 4036 6220
Email: yash.samat@grey.com
Website: www.grey.com/india

Personnel

Chairman & Managing Director Yashaswini Samat

GREY DELHI NCR

Grey House, Sheldon, 3rd Floor, Plot No. #91 Sector 44, Gurugram 122003, India
Tel: +91 12 4497 3200
Fax: +91 12 4497 3209
Email: yash.samat@grey.com
Website: www.grey.com/india

Personnel

Chairman & Managing Director Yashaswini Samat

GREY BANGALORE

Grey House, No. 3699/A, 13th D Main, 9th Cross, Hal 2nd Stage, Bangalore 560008, India
Tel: +91 80 4357 8181
Fax: +91 80 4357 8120
Email: yash.samat@grey.com
Website: www.grey.com/india

Personnel

Chairman & Managing Director Yashaswini Samat

GREY RC&M INDIA

E-291, Greater Kailash-II, New Delhi 110048, India
Tel: +91 11 4050 5050
Email: deepak.oberoi@rcmgrey.com

Personnel

Chief Executive Officer..... Deepak Oberoi

HAKUHODO. LYNC PVT. LTD.

Unit No 26, First Floor, Vasant Square Mall, Vasant Kunj, New Delhi 110070, India
Tel: +91 80 2222 2928

HAKUHODO. SYNC PVT. LTD.

Unit No 26, First Floor, Vasant Square Mall, Vasant Kunj, New Delhi 110070, India
Tel: +91 11 4654 1000

HANSA RESEARCH GROUP PVT LTD

Sahney Business Centre, Building "A", First Floor, 27 Kirol Road, Vidyavihar (W), Mumbai 400086, India
Tel: +91 22 6179 8600
Email: umesh.kumar@hansaresearch.com
Website: www.hansaresearch.com

Personnel

Senior Vice President & Head of International Research Umesh Kumar

HAVAS INDIA

6F, Tower C, DLF Building No. 8, DLF Cyber City, Phase II, Haryana, Gurgaon 122002, India
Tel: +91 124 468 4400
Fax: +91 124 468 4499
Email: nirmalya.sen@havas.com
Website: www.havasworldwide.co.in

Personnel

Chief Executive Officer..... Nirmalya Sen

HAVAS GURGAON

6F, Tower C, DLF Building No. 8, DLF Cyber City, Phase II, Haryana, Gurgaon 122002, India
Tel: +91 124 468 4400
Fax: +91 124 468 4499
Email: nirmalya.sen@havas.com
Website: www.havasworldwide.co.in

Personnel

Chief Executive Officer..... Nirmalya Sen

HAVAS MUMBAI

Valencia, 4th Floor, Rajkamal Marg, Off Dr SS Rao Road, Parel (E), Mumbai 400012, India
Tel: +91 22 6177 6177
Fax: +91 22 6177 6178
Email: arindam.sengupta@havas.com
Website: www.havasworldwide.co.in

Personnel

President (Mumbai & Bangalore) Arindam Sengupta

HIBA BRANDCOM PVT LTD

C119, Siddhi Vinayak Towers, Behind Jaguar Showroom, Off S.G Highway, Ahmedabad, India
Tel: +91 97250 60010
Email: shihabss@gmail.com
Website: www.hiba.co.in

Personnel

Founder & Chief Strategist..... Shihab Sheikh

HITADS PVT LTD

102, Gagan Deep, Rajendra Place, New Delhi 110008, India
Tel: +91 98100 08440
Email: we@hitadsindia.com
Website: www.hitadsindia.com

Personnel

Managing Director Raakesh Bhaasin

HUED CREATIVES

No. 21, Ground Floor, Srinivasa Nagar, Kandanchavadi, OMR, Chennai 600096, India
Tel: +91 99406 55258
Email: shine@gethued.in
Website: www.huedcreatives.com

Personnel

Lead Concepts & Creatives..... Shine Kurup

HUMOUR ME

F581, Lado Sarai, Ground Floor, New Delhi 110030, India
Tel: 91 11 4160 6176
Email: info@humourme.in
Website: humourme.in

Personnel

Founder and CEO..... Dhruv Sachdeva

IDEAS INCORPORATED PVT LTD

119-120 Ansal Tower, 38 Nehru Place,
New Delhi 110019, India
Tel: +91 11 2648 4355
Fax: +91 11 2648 2999

Email: ideasinc2007@gmail.com
Website: www.ideasteaminc.com

Personnel

Managing Director Adarsh R Malhotra

IND ADVERTISING

403, Jolly Bhavan II, Opp Nirmala Niketan,
7 New Marine Lines, Churchgate, Mumbai
400020, India

Tel: +91 22 2267 7011

Fax: +91 22 2267 7015

Email: hemang@indadvertising.com

Website: www.indadvertising.com

Personnel

Proprietor Hemang Desai

INFINITY ADVERTISING SERVICES PVT. LTD

FBD One Corporate Park,
10th Floor, Delhi Faridabad Border,
NH-44 Faridabad, Haryana 121003,
India

Tel: +91 72 9000 1710

Email: support@infinityadvt.com

Website: www.infinityadvt.com

Personnel

Vice President Digital Marketing

..... Amarjeet Sharma

INTERADS ADVERTISING PVT LTD

4/24A, Asaf Ali Road,
New Delhi 110002, India

Tel: +91 11 2327 2324

Fax: +91 11 2327 9429

Email: anilsharma1950@gmail.com

Website: www.interadsadvertising.com

Personnel

Managing Director Anil K Sharma

J. K. ADVERTISERS

11/13 Botawala Building, 3/F, Horniman
Circle, Fort, Mumbai 400001, India

Tel: +91 22 2266 3742

Fax: +91 22 2266 6763

Email: jkadvt@gmail.com

Personnel

Managing Director Tushar Mehta

J. WALTER THOMPSON INDIA

#401 Peninsula Chambers, Peninsula
Corporate Park, G.K. Marg, Lower Parel (W),
Mumbai 400013, India

Tel: +91 22 4098 5555; Fax: +91 22 4098 5656

Email: tarun.rai@jwtd.com

Website: www.jwtd.com

Personnel

Chief Executive Officer Tarun Rai

JIT BRAND CONSULTANCY

#248, 2/F Syndicate Bank Building,
100ft Road, 1st Block, HRBR Layout,
Kalyan Nagar, Bangalore 560043, India

Tel: +91 98860 37158

Email: sheeba@jitbrandconsultancy.com

Website: www.jitbrandconsultancy.com

Personnel

Business Head Esther Sheeba

JUICE ADCOM

3/F Shriram Sahakar Vasahat,
Lagu Motiwale Path, Off Karve Road,
Telangana, Hyderabad 500034, India

Tel: +91 98232 36191

Email: jaideep@juiceadcom.com

Website: www.juiceadcom.com

Personnel

Founder Jaideep Muthiyani

JWT MINDSET ADVERTISING PVT LTD

#101, Fantastika, Road No 12, Banjara Hills,
Telangana, Hyderabad 500034, India

Tel: +91 40 2333 2642

Email: ml.raghavan@jwt.com

Website: www.jwt.com/en/

mindsethyderabad

Personnel

Senior Vice President & Managing Partner

..... ML Raghavan

K&L ARMS COMMUNICATION PVT LTD

2/F, Building No K1, Plot No 412, Sector 14,
Gurgaon 122001, India

Tel: 91 98100 88756

Email: notaki@klt.co.jp

Website: www.klt.co.jp

Personnel

Director Naobumi Otaki

KANTAR HEALTH - INDIA

702, Ackruti Star, Central Road,
Next to Marol Telephone Exchange,
MIDC, Andheri (E), Maharashtra,
Mumbai 400093, India

Tel: +91 22 4028 1000

Email: Gauri.Pathak@kantarhealth.com

Website: www.kantarhealth.com

Personnel

General Manager Gauri Gathak

KANTAR TNS INDIA (BANGALORE)

1st Floor, Mount Kailash, 33/5,
Meane Avenue Road, Ulsoor,
Bangalore 560 042, India

Tel: +91 80 3988 8777

Email: chhavi.bhargava@kantar.com

Website: www.tnsglobal.com

Personnel

Managing Director Chhavi Bhargava

KANTAR TNS INDIA (GURGAON)

3rd Floor, Plot 44, Sector 44,
Gurgaon 122001, India

Tel: +91 124 485 6200

Email: chhavi.bhargava@tnsglobal.com

Website: www.tnsglobal.com

Personnel

Managing Director Chhavi Bhargava

KUMBH DESIGN, INC

A-103/B, Ganesh Meridian,
Opp. Kargil Petrol Pump, Nr. New Gujarat High
Court, S.G. Highway, Ahmedabad 380060,
India

Tel: +91 79 4009 4711

Email: online@kumbhdesign.com

Website: www.kumbhdesign.com

Personnel

Chief Executive Officer Suresh Karpatiya

LALIT ADVERTISING

C-10, Ashoka Tower, Community Centre,
Janakpuri, New Delhi 110058, India

Tel: +91 11 2555 6133

Fax: +91 11 2555 9987

Email: mekashjain@gmail.com

Website: www.lalitads.com

Personnel

Proprietor Mekash Jain

LANDOR MUMBAI

Unit 2001, 20/F, Tower 2,
India Bulls Finance Centre,
Senapati Bapat Marg, Mumbai 400013,
India

Tel: +91 22 4910 6999

Fax: +91 22 4910 6998

Email: lulu.raghavan@landor.com

Website: landor.com

Personnel

Managing Director Lulu Raghavan

LAW & KENNETH SAATCHI & SAATCHI PVT LTD

Urmi Estate, Tower A, 22nd Floor, 95,
Ganapatrao Kadam Marg, Lower Parel (W),
Maharashtra, Mumbai 400013,
India

Tel: +91 22 6146 0000

Fax: +91 22 6146 0032

Email: praveen.kenneth@lksaatchi.com

Website: lksaatchi.com

Personnel

Coowner, Chairman & Managing Director

..... Praveen Kenneth

LAYAM ADVERTISING

2/F, 169 Eldams Road, Alwarpet,
Chennai 600018, India

Tel: +91 44 2434 7053

Fax: +91 44 2434 6053

Email: layam.studio@gmail.com

Website: www.layam.in

Personnel

Head of Media Rajesh Ari

LEO BURNETT INDIA

36-A, Big Apple Building,
Dr. Shirodkar Road, Parel,
Mumbai 400012, India

Tel: +91 22 6663 4444

Fax: +91 22 2417 3187

Email: saurabh.varma@leoburnett.co.in

Website: www.leoburnett.co.in

Personnel

Chief Executive Officer Saurabh Varma

LIGHTSPEED INDIA

Genesis Burson Marsteller (GBM),
4th floor, Chimes 61, Service Road,
Sector 44, Haryana, Gurgaon 122002,
India

Tel: +91 124 441 7501

Website: www.lightsspeedresearch.com

M & A ASSOCIATES PVT LTD

701, DLF City Court, Sikanderpur,
Gurgaon 122002, India

Tel: +91 124 422 2667

Email: seema.singh@ma-associates.com

Website: www.ma-associates.com

Personnel

Director Seema Singh

M&C SAATCHI FEBRUARY

141-B, First Floor, Shapurjat,
New Delhi 110049, India
Tel: +91 98185 44924
Email: gopal.krishnan@mcsaatchi.co.in
Website: www.mcsaatchi.co.in
Personnel
Managing Director & Business Head
.....Gopal Krishnan

MAILING LISTS GLOBAL LLP

Unit 17 11, Centre 1, World Trade Centre,
Cuffe Parade, Mumbai 400005, India
Tel: +91 2261541500
Email: mails@mailinglistsglobal.com
Website: mailinglistsglobal.com
Personnel
Account Supervisor Raju Patil

McCANN WORLDGROUP

8 Balaji Estate, Guru Ravidass Marg, Kalkaji,
New Delhi 110019, India
Tel: +91 11 4191 3300
Email: prasoon.joshi@mccann.com
partha.sinha@mccann.com
alok.lall@mccann.com
Website: www.mccann.com
Personnel
Chairman, APAC. CEO &
Chief Creative Officer, India Prasoon Joshi
Vice Chairman & Managing Director
..... Partha Sinha
Executive Director Alok Lall

McCann

New Delhi
8 Balaji Estate, Guru Ravidass Marg, Kalkaji,
New Delhi 110019, India
Tel: +91 11 4191 3300
Email: nutan.sooda@mccann.com
Website: www.mccann.com
Personnel
Head of Operations Nutan Sooda

Mumbai

Valencia, 5th-6th Floor, Rajkamal Marg,
Off. Dr SS Rao Road, Parel, Mumbai 400012,
India
Tel: +91 2242306600
Fax: +91 2242306666
Email: suraja.kishore@mccann.com
Website: www.mccann.com

Personnel
Vice President & General Manager &
National Head Planning - Truth Central
..... Suraja Kishore

Bangalore

Rajashree Saroja Plaza, 34/1, Andree Road,
Bangalore 560 027, India
Tel: +91 80 42430400
Email: dileep.ashoka@mccann.com
Website: www.mccann.com

Personnel
Executive Vice President &
Head of McCann, South India .. Dileep Ashoka
Chennai
No. 10, Sreeman Srinivasa Cross Street, Venus
Colony, Alwarpet, Chennai 600018, India
Tel: +91 44 4340 4840
Email: sunil.thoppil@mccann.com
Website: www.mccann.com
Personnel
Vice President & General Manager.. Sunil Thoppil

MRM//McCANN NEW DELHI

8 Balaji Estate, Guru Ravidass Marg, Kalkaji,
New Delhi 110019, India
Tel: +91 11 4191 3464; Fax: +91 11 2628 1034
Email: mandeep.sharma@mccann.com
punit.kapoor@mrm-mccann.com
navneet.bakshi@mrm-mccann.com
Website: www.mrm-mccann.com

Personnel
Executive Vice President Mandeep Sharma
Senior Vice President &
General Manager-India Punit Kapoor
Assistant Vice President Navneet Bakshi

MRM//McCANN BANGALORE

Rajashree Saroja Plaza, 34/1, Andree Road,
Bangalore 560 027, India
Tel: +91 80 42430400; Fax: +91 80 4291 1222
Email: parthiban.d@mrm-mccann.com
Website: www.mrm-mccann.com

Personnel
Associate Vice President Parthiban D

MRM//McCANN MUMBAI

F-Block, Voltas House T. B. Kadam Marg,
Chinchpokli (E), Mumbai 400033,
Maharashtra, India
Tel: +91 22 6668 7777; Fax: +91 22 6668 7800
Email: abhishek.kumar@mrm-mccann.com
Website: www.mrm-mccann.com

Personnel
Assistant Vice President Abhishek Kumar

MOMENTUM WORLDWIDE

8 Balaji Estate, Guru Ravidass Marg, Kalkaji,
New Delhi 110019, India
Tel: +91 11 2600 2600; Fax: +91 11 2628 1034
Email: mandeep.sharma@mccann.com
Website: www.momentumww.com

Personnel
Executive Vice President Mandeep Sharma

McCANN HEALTH

Mumbai
'F' Block, Voltas House, T.B. Kadam Marg,
Chinchpokli (East), Mumbai 400 033, India
Tel: +91 22 6668 7777
Email: daleep.manhas@mccann.com
preetha.vasanji@mccann.com
Website: www.mccannhealth.in

Personnel
SVP & Country Head McCann Health
..... Daleep Manhas
General Manager Preetha Vasanji

New Delhi

8 Balaji Estate, Guru Ravidass Marg, Kalkaji,
New Delhi 110019, India
Tel: +91 11 4938 3800
Email: harshit.jain@mccann.com
daleep.manhas@mccann.com
Website: www.mccannhealth.in

Personnel
SVP & Country Head McCann Health
..... Daleep Manhas

CRAFT WORLDWIDE

8 Balaji Estate, Guru Ravidass Marg, Kalkaji,
New Delhi 110019, India
Tel: +91 11 4191 3300
Email: chetan.sachdev@mccann.com
Website: www.craftww.com

Personnel
National Managing Director,
Craft Worldwide India Chetan Sachdev

METAL COMMUNICATIONS PVT LTD

#3, Sarkar Heritage,
Kane Road, Bandstand,
Bandra (W), Mumbai 400005,
India
Tel: +91 22 6170 2600
Email: ambarish@metalcomm.com
Website: www.metalcomm.com

Personnel
Director & COO Ambarish Ray

MULLENLOWE LINTAS GROUP

LINTAS India Pvt. Ltd.
13th/15th Floor,
Express Towers,
Nariman Point,
Mumbai 400021,
India
Tel: +91 22 5085 4000
Website: www.mullenlowelintas.in

Personnel
Group Chairman & CCO Amer Jaleel

LOWE LINTAS

(Independent agency of MullenLowe Lintas
Group)
Lintas India Pvt. Ltd.
13th/15th Floor, Express Towers,
Nariman Point,
Mumbai 400021,
India
Tel: +91 22 5085 4005/4000
Email: Raj.Gupta@lowelintas.in
Website: www.lowelintas.in

Personnel
Chief Executive Officer..... Raj Gupta

LINCONSULT

(Strategic Brand Consulting division)
13th/15th Floor, Express Towers,
Nariman Point,
Mumbai 400021,
India
Tel: +91 22 5085 4009/4000
Email: Krishna.lyer@mullenlowelintas.in
Website: www.linconsult.in

Personnel
Chief Strategic Officer..... S. Subramanyeswar

DCELL

(Strategic Design division)
13th/15th Floor, Express Towers,
Nariman Point,
Mumbai 400021,
India
Tel: +91 22 5085 4339/4000
Email: Priya.Anchan@dcell.in
Website: www.dcell.in

Personnel
Sr. Brand Services Director Priya Anchan

LINPRODUCTIONS

(Video Content division)
13th/15th Floor, Express Towers,
Nariman Point,
Mumbai 400021,
India
Tel: +91 22 5085 4354/4000
Email: Khushnaaz.Jamshedji@linproductions.in
Website: www.linproductions.in

Personnel
Agency Producer Khushnaaz Jamshedji

MULLEN LINTAS

(Independent agency of MullenLowe Lintas Group)
1st Floor, Piramal Tower, B Wing, Peninsula Corporate Park, Lower Parel (W), Ganpat Rao Kadam Marg, Mumbai 400013, India
Tel: +91 22 5085 5200 / 3047 8282
Email: Virat.Tandon@mullenlintas.in
Website: www.mullenlintas.in

Personnel

Chief Executive Officer Virat Tandon

POINTNINE LINTAS

(Independent agency of MullenLowe Lintas Group)
Phoenix House, B Wing-2nd Floor, S. B Marg, Lower Parel, Mumbai 400013, India
Tel: +91 22 5085 4601 / 4600
Email: Vikas.Mehta@pointninelintas.in
Website: www.pointninelintas.in

Personnel

Chief Executive Officer Vikas Mehta

LINTERACTIVE

(Digital Marketing & Transformation Division)
Phoenix House, B Wing-3rd Floor, S. B Marg, Lower Parel, Mumbai 400013, India
Tel: +91 22 5085 4721 / 4600
Email: Sumanta.Ganguly@linteractive.in
Website: www.linteractive.in

Personnel

Executive Vice President Sumanta Ganguly

GOLINOPINION - JOINT VENTURE WITH GOLIN

(PR & Advocacy division)
Phoenix House, B Wing-2nd Floor, S. B Marg, Lower Parel, Mumbai 400013, India
Tel: +91 22 5085 4656 / 4600
Email: Ameer.Ismail@golinopinion.in
Website: www.golinopinion.in

Personnel

President Ameer Ismail

LINENGAGE

(Activation, Experiential and Shopper Marketing division)
Phoenix House, B Wing-3rd Floor, S. B Marg, Lower Parel, Mumbai 400013, India
Tel: +91 22 5085 4756 / 4600
Email: sriharsh.grandhe@linengage.in
Website: www.linengage.in

Personnel

Executive Vice President Sriharsh Grandhe

LINTAS MEDIAHUB

(Media planning and buying division)
Phoenix House, B Wing-3rd Floor, S. B Marg, Lower Parel, Mumbai 400013, India
Tel: +91 22 5085 4603 / 4600
Email: vidhu.sagar@lintasmediahub.in
Website: www.lintasmediahub.in

Personnel

National Director Vidhu Sagar

MULTIMEDIA INFORMATICS PVT LTD

505, Akuriti Arcade, J.P. Road, Andheri (W), Mumbai 400053, India
Tel: +91 22 6693 1374; Fax: +91 22 6693 1377
Email: shashankmminfo@gmail.com
Website: www.mminfopl.com

Personnel

Director Shashank Mane

NETWORK ADVERTISING PVT LTD

Network House, G-7, MIDC, Cross Road A, Mumbai 400093, India
Tel: +91 22 2831 3073
Fax: +91 22 2831 0227
Email: vinod@networkadvtdg.com
Website: www.networkadvtdg.com

Personnel

Managing Director Vinod Nair

OGILVY BANGALORE

Level 06, Fifth Floor, Bagmane Laurel, 65/2 Bagmane Tech Park, CV Raman Nagar, Byrasandra, Bangalore 560093, India
Tel: +91 80 4436 0360
Fax: +91 80 4434 4370
Email: titi.ghosh@ogilvy.com
Website: www.ogilvy.com

Personnel

Vice President Tithi Ghosh

OGILVY CHENNAI

139/140, Marshalls Road, Egmore, Chennai 600008, India
Tel: +91 44 4436 0360
Fax: +91 44 4434 4370
Email: ravikumar.rajjagopal@ogilvy.com
Website: www.ogilvy.com

Personnel

Head of Office Ravikumar Rajagopalan

OGILVY GURGAON

Tower A, 6-8 Floors, Global Business Park, Mehrauli-Gurgaon Road, Gurgaon 122002, India
Tel: +91 1244760760; Fax: +91 1244744370
Email: kapil.arora@ogilvy.com
Website: www.ogilvy.com

Personnel

President Kapil Arora

OGILVY KOLKATA

1, Auckland Place, 3rd Floor, Kolkata 700017, India
Tel: +91 33 4436 0360
Fax: +91 33 4434 4370
Email: kunal.jeswani@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer Kunal Jeswani

OGILVY MUMBAI

11-14 Floor, Commerz International Business Park, Oberoi Garden City, Off Western Express Highway, Goregaon (East), Mumbai 400063, India
Tel: +91 22 4436 0360
Fax: +91 22 4434 4370
Email: kunal.jeswani@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer Kunal Jeswani

O'KEEFES COMMUNICATIONS PVT LTD

D-1, Kalindi Colony, Ring Road, New Delhi 110065, India
Tel: +91 11 2684 9399
Fax: +91 11 2684 8343
Email: awconfer@gmail.com

Personnel

Managing Director Ashok J.S. Walia

OTS ADVERTISING PVT LTD

#110, Street No 1, Begumpet, Hyderabad 500016, India
Tel: +91 40 2776 6995
Fax: +91 40 2776 1771
Email: otsindia@gmail.com
Website: www.ots.net.in

Personnel

Managing Director .. Nalluri Venkata Jagadish

P(X) BRAND IDEAS

95/4, 3rd Cross, MES Colony, HAL, Bangalore 560016, India
Tel: +91 80881 08882
Email: ajeesh@pofx.in
Website: www.pofx.in

Personnel

Agency Head Ajeesh Njarakkadan

PARAMIN ADVERTISING & MARKETING ASSOCIATES

4A, Botawala Chambers, 1/F, Sir PM Road, Fort, Mumbai 400001, India
Tel: +91 22 2270 3333
Fax: +91 22 2262 3479
Email: csparam@gmail.com
Website: www.paramindia.com

Personnel

Chief Executive Officer CSParmeshwar

PLAN B

#75, Krishna Reddy Colony, Domlur Layout, Bangalore 560071, India
Tel: +91 80 4059 6222
Fax: +91 80 4148 6227
Email: anirudha@planb.in
Website: www.planb.in

Personnel

Founder & CEO Anirudha Mukhedar

PMG INTEGRATED COMMUNICATIONS PVT LTD

576, 1st Floor, Main Road, Chirag Delhi, New Delhi 110017, India
Tel: +91 11 4649 1234
Fax: +91 11 4649 1232
Email: contact@pmgasia.com
Website: www.pmgasia.com

Personnel

General Manager Prashant Kaul

PRESSMAN ADVERTISING LTD

126 Jolly Maker Chambers II, Nariman Point, Mumbai 400021, India
Tel: +91 22 4302 6000
Fax: +91 22 4302 6030
Email: mumbai@pressmanindia.com
Website: www.pressmanindia.com

Personnel

Chairman & Managing Director Dr. Niren Suchanti

PREZENS ADVERTISING PVT LTD

44, Udyog Bhavan, Sonawala Road, Goregaon (E), Mumbai 400063, India
Tel: +91 91 3739 9643
Email: ujjwal@prezens.in
Website: www.prezens.in

Personnel

Managing Director Ujjwal Mehta

PUBLICIS INDIA

Viva Centre, 126 Mathuradas Mills Compound,
NM Joshi Marg, Off. Senapati Bapat Marg, Lower
Parel (W), Mumbai 400013, India
Tel: +91 22 24829000; Fax: +91 22 24829088
Email: srija.chatterjee@publicisindia.com
Website: www.publicis.in
Personnel
MD, Publicis Worldwide India Srija Chatterjee

PURPLE MANGO CREATIVE SOLUTIONS (P) LTD

2F, Old No. 4, New No. 6, Mahatma Gandhi
Road, Thiruvanniyur, Tamilnadu,
Chennai 600041, India
Tel: +91 44 24524620
Email: agastalin@purplemango.co.in
Website: www.purplemango.co.in
Personnel
Managing Director Agastalin Koil Bose

QUANTUM COMMUNICATIONS

201/H-1, Vikramaditya Tower, Alaknanda
Shopping Complex, New Delhi 110019, India
Tel: +91 11 26028798; Fax: +91 11 26037158
Email: ceoquantum@gmail.com
Personnel
Chief Executive Officer Sanjay Rastogi

RIOCONN INTERACTIVE PVT LTD

B 606, Shapath IV, Opp. Karnavati Club,
SG Highway, Ahmedabad 380051, India
Tel: +91 79 3007 2706
Email: hsg@rioconn.in
Website: www.rioconn.in
Personnel
Founder & CEO Hemaang Gandhi

RIPPLE DIGITAL PVT LTD

29B Kewal Industrial Estate, Senapati Bapat
Marg, Mumbai 400013, India
Tel: +91 22 2490 2257
Email: madhura@ripplemedia.co
Website: www.rippleanimation.com
Personnel
Chief Executive Officer Madhura Samarth

S. ARTS ADVERTISING

2/F, Ganga Jyoti, 303 Narsi Natha Street,
Mumbai 400009, India
Tel: +91 22 2341 5111; Fax: +91 22 2341 5222
Email: sarasadv@gmail.com
Personnel
Partner Himesh D Billimoria

SAI ADVERTISERS

814, Dalamal Towers, Free Press Journal
Marg, Nariman Point, Mumbai 400021, India
Tel: +91 22 2282 1345; Fax: +91 22 2204 4114
Email: saiadvertisers@gmail.com
Website: www.saiadvertisers.com
Personnel
Client Servicing Director Keki Kolah

SAKET COMMUNICATIONS PVT LTD

101 & 104 Shreeyash Apartments, 755/31 &
32, Mayur Colony, Cosmos Bank Lane,
Kothrud, Pune 411038, India
Tel: +91 20 2544 4804
Email: poorva@saketindia.org
Website: www.saketindia.org
Personnel
Director Poorva Kuber

SELECT DIRECT MARKETING SOLUTIONS PVT LTD

A213, Antophill Warehousing Complex,
Wadala (E), Mumbai 400037, India
Tel: +91 22 2415 1900
Fax: +91 22 2418 4848
Email: iyengarramesh@selectdirect.in
Website: www.selectdirect.in
Personnel
Managing Director Ramesh Iyengar

SHARAD ADVERTISING PVT LTD

184, Patparganj Industrial Area,
New Delhi 110092, India
Tel: +91 11 2214 6397
Fax: +91 11 2216 1736
Email: info@sharadadvertising.com
Website: sharadadvertising.com
Personnel
Managing Director Shri Kishore Jain

STARK COMMUNICATIONS PVT LTD

E-2, 9/566, Jawahar Nagar,
Kowdiar, Trivandrum 695003, India
Tel: +91 471 408 2707
Fax: +91 471 408 2708
Email: roy.mathew@stark.in
Website: stark.in
Personnel
Managing Director Roy Mathew

SUBSTANCE COMMUNICATION

B-29, 3rd Floor, DDAShed, Okhla Industrial
Area, Phase-II, Near Crowne Plaza,
New Delhi 110020, India
Tel: +91 11 4603 2626
Email: somen@substanceads.com
Website: www.substanceads.com
Personnel
Chief Creative Director & Founder
..... Somen Kr. Das

TARA ADVERTISING ASSOCIATES PVT LTD

711, Chenoy Trade Centre Parklane,
Secunderabad 500003, India
Tel: +91 40 2781 8355
Fax: +91 40 2781 8349
Email: pmjain@gmail.com
Personnel
Managing Director P. M. Jain

TBWA\INDIA

Mumbai
G-11/12, Paragon Centre,
P. B. Marg, Worli,
Mumbai 400013, India
Tel: +91 22 4354 6666
Fax: +91 22 4354 6677
Delhi
GF 05, Global Business Square, Plot no. 32,
Sector 44, Institutional Area,
Gurgaon 122002, India
Email: govind.pandey@tbwa.com
Website: www.tbwaindia.com
Personnel
Chief Executive Officer Govind Pandey
Chief Financial Officer Pratul Gaur
Chief Strategy Officer Subramaniam Krishnan

MAGNON\TBWA

Delhi NCR Office
Magnon House C-168, Sector-63,
Noida 201307, India
Tel: +91 120 458 6700
Email: joydeep.kaira@magnontbwa.com
Website: www.magnontbwa.com
Personnel
Founder & Chairman Vineet Bajpai
Managing Director Nitin Naresh

Mumbai Office

101, Aarus Chambers, SS Amrutwar Marg,
Worli, Mumbai 400013, India
Tel: +91 22 40141105/40161105
Email: abhishek.patade@magnontbwa.com
Website: www.magnontbwa.com
Personnel
Regional Manager Abhishek Patade

MAGNON EG+

Magnon House C-168, Sector-63,
Noida 201307, India
Tel: +91 120 458 6700
Email: naved.aqueel@magnon-egplus.com
Website: www.magnon-egplus.com
Personnel
Founder & Chairman Vineet Bajpai
Managing Director Vivek Merani

TRIZONE ENTERTAINMENT PVT LTD

Unit 401 & 402, 4/F Tanishq Commercial Hub,
Charotar Society, Old Padra Road,
Vadodara 390020, India
Tel: +91 265 232 2802
Email: niraj.upadhyay@trizoneindia.com
Website: www.trizoneindia.com
Personnel
Creative Head & Director Niraj Upadhyay

UBIQUITAS ADVERTISING PVT LTD

G-1, Ganesh Bhavan, 276 Telang Road,
Near Nappu Garden, Matunga (E),
Mumbai 400019, India
Tel: +91 22 2414 3994; Fax: +91 22 2414 3993
Email: ubiquitasadv@yahoo.co.in
Website: www.ubiquitasadvertising.com
Personnel
Managing Director Jayesh Chandan

URJA COMMUNICATIONS PVT LTD

B3060, Oberoi Garden Estate, Chandvli
Road, Andheri (E), Mumbai 400072, India
Tel: +91 22 4071 5700; Fax: +91 22 2847 5740
Email: ranjeet@urja.com
Website: www.urja.com
Personnel
Director Ranjeet Nambiar

VENTURES ADVERTISING PVT LTD

142-A Ventures House, Marol Co-Operative
Industrial Estate, Andheri (E), Mumbai
400059, India
Tel: +91 22 6122 6000
Fax: +91 22 2836 9778
Email: chetan@vapl.net
Website: www.venturesadvertising.com
Personnel
Managing Director Chetan Shah

VILLAGE TALKIES

No. 201, 2nd B Cross, 2nd A Main Road,
Kasturi Nagar, Karnataka,
Bangalore 560043, India
Tel: +91 80 4148 7456
Email: info@villagetalkies.com
Website: www.villagetalkies.com
Personnel
Business Development Specialist Sindhu

VOLUME

T-2, Block T, Green Park,
New Delhi 110011, India
Tel: +91 99100644555
Email: magnify@volume.asia
Website: www.volume.asia
Personnel
Operations Manager Rakesh Krishnotula

WAMA COMMUNICATIONS

1, Gift House, G/F, 940 New Prabhadevi Road,
Opp Old Prabhadevi Temple,
Mumbai 400025, India
Tel: +91 22 2437 1235
Email: wamacommunications@gmail.com
Personnel
Partner Malati B. Phadke

WIEN+KENNEDY INDIA PVT LTD

314 DLF South Court, Saket,
New Delhi 110017, India
Tel: +91 11 4200 9595
Fax: +91 11 4200 9500
Email: shuchi.thakur@wk.com
Website: www.wk.com
Personnel
Executive Creative Director Shuchi Thakur

XEBEC COMMUNICATION PVT LTD

Cybernex, 2nd Floor, South Wing,
399 Shankar Sheth Road,
Pune 411037, India
Tel: +91 20 2444 2403
Fax: +91 206731 5599
Email: kiran.bhat@xebecindia.com
Website: www.xebecindia.com
Personnel
Chairman & Managing Director Kiran Bhat

YAKSHI COMMUNICATIONS

No 3, 7th Cross, Railway Parallel Road,
Kumarapark (W), Bangalore 560020,
India
Tel: +91 80 2346 0877
Fax: +91 80 2346 7896
Email: yaakshiib@gmail.com
Website: www.yakshicomunications.com
Personnel
Partner Shobhiha Rangaswamy

YELLOW ADVERTISING

403, ReadyMoney Terrace,
167 Dr Annie Besant Road, Worli Naka,
Mumbai 400018,
India
Tel: +91 22 2491 3188
Fax: +91 22 2491 3177
Email: shrey@yellowad.in
Website: www.yellowad.in
Personnel
CEO & Founder Shrey Doshi

YOUNG CREATIVE SERVICES

506 A-Wing, Western Edge II,
Off. W.E. Highway, Borivali (East),
Mumbai 400066, India
Tel: +91 22 2870 2299/77/0303
Mob: +91 98 2001 0959
Email: wilfred@weareyoung.in
Website: www.weareyoung.in
Personnel
Founder & Director Wilfred Fernandes

INDONESIA

ADIONA ADVERTISING

Rukan Golden Green No 20, Jl. Panjang Kav 1,
Kedoya Utara, Jakarta 11520, Indonesia
Tel: +62 21 581 8683
Fax: +62 21 5830 2231
Email: marketing@adiona.co.id
Website: www.adiona.co.id
Personnel
Marketing Manager Aditya Wira

ARFADIA

Raudha Building 1st & 2nd Floor,
JL. Kuningan Barat II No. 21, Mampang
Prapatan, Jakarta 12710, Indonesia
Tel: +62 21 527 2455
Email: marketing@arfadia.com
Website: www.arfadia.com
Personnel
Sales & Marketing Manager Andy Irsadi

PT ASTA ATRIA SURYA

Jl. Kemang II No. 5, Jakarta Selatan 12730,
Indonesia
Tel: +62 21 718 3311; Fax: +62 21 718 3322
Email: ichikawa@asatsu.co.id
Personnel
President Director Keisuke Ichikawa

BATES CHI&PARTNERS INDONESIA

Sentral Senayan III, 10th Floor, Jalan Asia
Afrika No 8, Gelora Bung Kamo-Senayan,
Jakarta 10270, Indonesia
Tel: +62 21 2924 3030
Fax: +62 21 2903 9269
Email: b.ramanathan@bateschi.com
Website: www.bateschi.com
Personnel
Managing Director B Ramanathan

BBDO INDONESIA

Eighty eighth Kasablanka Tower A, 33/F,
Jl. Casablanca Raya Kav. 88, Jakarta Selatan,
Jakarta 12870, Indonesia
Tel: +62 21 2982 0255
Fax: +62 21 2982 0256
Email: talha.hisaam@bbdoindonesia.com
Website: www.bbdoasia.com
Personnel
Head of Strategy & Business Talha Hisaam

BRIDGE COMMUNICATIONS

Mampang Prapatan Raya 7, No 76 D,
Jakarta 12790, Indonesia
Tel: +62 21 798 6023; Fax: +62 21 798 5308
Email: maggy.bridgecomm@gmail.com
Personnel
Client Service Director Maggy Tesalonika

PT CABERAWIT PARIWARA

Graha Morga 3/F, CBD Bintaro Jaya Sektor 9,
Jl. Jend Sudirman Blok B9/I-05, Tangerang
15224, Indonesia
Tel: +62 21 745 2999
Fax: +62 21 745 0034
Email: nargahabib@caberawit.com
Website: www.caberawit.com
Personnel
Director Narga Habib

CELSIUS CREATIVE LAB

Komplek Golden Plaza Fatmawati Blok G-8,
Jl. RS Fatmawati No 15, Jakarta,
Indonesia
Tel: +62 21 2765 4178
Email: elwin@thecelsius.com
Website: www.thecelsius.com
Personnel
Managing Creative Director Elwin Mok

CHEIL INDONESIA

PT. Cheil Worldwide Indonesia,
Menara Batavia, 9th Floor,
Suite 905 Jl. KH., Mas Mansyur Kav. 126,
Jakarta 10220, Indonesia
Tel: +62 0212 2054 7478
Email: seongho.yoo@samsung.com
Website: www.cheil.com
Personnel
President Seong Ho Yoo

PT CHUO SENKO INDONESIA

Sentral Senayan II, 7/F,
Jl. Asia Afrika No 8, Jakarta 10270,
Indonesia
Tel: +62 21 572 5845
Fax: +62 21 572 5844
Email: rudy@chuosenko.co.id
Website: www.chuosenko.co.id
Personnel
Chairman Rudy Haryanto

COMMONSENSE COMMUNICATIONS

Grha Adhi Media, Jl. Deplu Raya No. 6 Bintaro,
Pesanggrahan, Jakarta 12330, Indonesia
Tel: +62 21 2966 7289
Fax: +62 21 2966 7290
Email: judy@commonsense.co.id
Website: www.common sense.co.id
Personnel
President Director Judy Uway

DDB GROUP INDONESIA

Jalan Bangka Raya No. 101, Pela Mampang,
Mampang Prapatan, Jakarta Selatan 12720,
Indonesia
Tel: +62 815 1989 8888
Fax: +62 21 2982 0213
Email: john.bailey@ddb-indonesia.com
Website: www.ddbgroupindonesia.com
Personnel
Group President Director John Bailey

TRIBAL ROUNDTABLE LIBERTY

Gedung SOVEREIGN PLAZA Lantai 5D,
Jl. TB Simatupang Kav. 35,
Cilandak Barat, Jakarta-Selatan, Indonesia
Tel: +62 8111 550 523
Email: rashid@roundtable-asia.com
Personnel
Managing Partner Rashid Sidek

DENTSU AEGIS NETWORK INDONESIA

35/F, Menara Sentraya, Jl. Iskandarsyah 1A, Kebayoran Baru, Jakarta 12160, Indonesia
Tel: +6221 2788 2888
Fax: +6221 2788 1978
Email: newbusiness.ID@dentsuaegis.com
Website: www.dentsuaegisnetwork.com
Personnel
Country CEO SK Biswas

PT DIAN MENTARI PRATAMA

Jl. Pemuda No 716, Jakarta 13220, Indonesia
Tel: +6221 475 4475
Fax: +6221 471 0502
Email: abhay.kapoor@dm.pratamagroup.com
Website: www.pratamagroup.com
Personnel
Technical Advisor, Management Abhay Kapoor

DM ID

WIR Hub, Jl. Panjang Raya No 70, Jakarta 11530, Indonesia
Tel: +6221 5367 8064
Fax: +6221 5366 9283
Email: almira.shinanta@dmdgroup.com
Website: www.dmdgroup.com
Personnel
Managing Director Almira Shinanta

PT DOREMINDO INTERNATIONAL

Jl. Outer Ring Road, Mutiara Taman Palembang Blok C7 No 7, Cengkareng, Jakarta, Indonesia
Tel: +6221 5436 1493
Fax: +6221 2940 5691
Email: marketing@doremindo.com
Website: www.doremindo.co.id
Personnel
Marketing Manager Christian Suardi

PT ELMAPURI GOPITA (GO-AD)

Jl. Tebet Barat Dalam 1, No. 4, Jakarta 12810, Indonesia
Tel: +6221 830 5646
Fax: +6221 830 5645
Email: goad@go-ad.net
Personnel
Managing Director Seminarti Gobel

FCB INDONESIA

Gedung Permata Kuningan, Jl. Kuningan Mulia Kav 9C, Jakarta 12980, Indonesia
Tel: +6221 2906 9490
Fax: +6221 2906 9675
Email: sony.nichani@fcb.com
Website: www.fcb.com
Personnel
Managing Director/CEO Sony Nichani

PT FORTUNE INDONESIA, TBK

Jl. Harsono RM No. 2 Ragunan, Jakarta 12550, Indonesia
Tel: +6221 782 7989
Fax: +6221 7884 7523
Email: nbdf@fortuneindo.com
Website: www.fortuneindo.com
Personnel
Chief Executive Officer Edhi Bawono

GEOMETRY GLOBAL INDONESIA

Sentral Senayan III, 11th Floor, Jl. Asia Afrika No. 8, Gelora Bung Karno, Jakarta 10270, Indonesia
Tel: +6221 2924 3000
Email: david.tan@geometry.com
Website: www.geometry.com
Personnel
Managing Director David Tan

GREY GROUP INDONESIA

Sentral Senayan 3-10th Floor, Jl. Asia Afrika No. 8, Gelora, Tanah Abang, Central Jakarta 10270, Indonesia
Tel: +6221 2966 0788; Fax: +6221 2966 0785
Email: raju.alluri@grey.com
Website: www.grey.com/indonesia
Personnel
President Director Subbaraju Alluri

GREY JAKARTA

Sentral Senayan 3-10th Floor, Jl. Asia Afrika No. 8, Gelora, Tanah Abang, Central Jakarta 10270, Indonesia
Tel: +6221 2966 0788; Fax: +6221 2966 0785
Email: raju.alluri@grey.com
Website: www.grey.com/indonesia
Personnel
President Director, Grey Group Indonesia Subbaraju Alluri

BATEY (A GREY GROUP COMPANY)

Sentral Senayan 3-10th Floor, Jl. Asia Afrika No. 8, Gelora, Tanah Abang, Central Jakarta 10270, Indonesia
Tel: +6221 2966 0788; Fax: +6221 2966 0785
Email: raju.alluri@grey.com
Website: www.grey.com/indonesia
Personnel
President Director, Grey Group Indonesia Subbaraju Alluri

GREY DIGITAL INDONESIA

Sentral Senayan 3-10th Floor, Jl. Asia Afrika No. 8, Gelora, Tanah Abang, Central Jakarta 10270, Indonesia
Tel: +6221 2966 0788; Fax: +6221 2966 0785
Email: raju.alluri@grey.com
Website: www.grey.digital
Personnel
President Director, Grey Group Indonesia Subbaraju Alluri

GREY SHOPPER INDONESIA

Sentral Senayan 3-10th Floor, Jl. Asia Afrika No. 8, Gelora, Tanah Abang, Central Jakarta 10270, Indonesia
Tel: +6221 2966 0788; Fax: +6221 2966 0785
Email: raju.alluri@grey.com
Website: www.grey.com/indonesia
Personnel
President Director Subbaraju Alluri

GROWINC BRAND UNIT

Graha Pejatan No 2, Jl. Pejatan Raya, Jakarta 12510, Indonesia
Tel: +6221 7919 8937
Fax: +6221 7919 9012
Email: play@growinc.id
Website: growinc.id
Personnel
Branding Director Teguh Wibowo

PT HAKUHODO INDONESIA

Jl. Prapanca Raya No. 39, Kebayoran Baru, Jakarta 12160, Indonesia
Tel: +6221 7278 7272; Fax: +6221 7279 2656

PT HARDANA WIDYA MAHIR (HYBRID:H)

7th Fl., Wisma PMI, Jl. Wijaya 1, No. 63, Kebayoran Baru, Jakarta 12170, Indonesia
Tel: +6221 2277 4590; Fax: +6221 2277 4590

PT HARKAT FITRAH MAHIR (LOTUS:H)

Jl. Kyai Maja No. 4, Kebayoran Baru, Jakarta 12120, Indonesia
Tel: +6221 2277 4590; Fax: +6221 2277 4590

HAVAS JAKARTA

Menara Sentraya 11th Floor, Jl. Iskandarsyah Raya 1A, Kebayoran Baru, Jakarta 12610, Indonesia
Tel: +6221 2788 2441
Email: matt.wiggers@havas.com
Website: id.havas.com
Personnel
Chief Executive Officer Matt Wiggers

PT HITA WISTARA MAHIR (H:THREE)

Jl. Kyai Maja No. 4, Kebayoran Baru, Jakarta 12120, Indonesia
Tel: +6221 2751 6000; Fax: +6221 2751 6010

J. WALTER THOMPSON INDONESIA

26/F Menara Sentraya, Jl. Iskandarsyah Raya No 1A, Melawai, Kebayoran Baru Jakarta, Jakarta 12130, Indonesia
Tel: +6221 2788 3788
Email: johan.shabudin@jw.com
Website: www.jwt.com
Personnel
Managing Director Johan Shabudin

KANTAR TNS INDONESIA (JAKARTA)

World Trade Center 6, 7th Floor, Jl. Jend. Sudirman Kav. 29-31, Jakarta 12920, Indonesia
Tel: +6221 2939 3700
Email: Suresh.Subramanian@tnsglobal.com
Website: www.tns-global.com
Personnel
Managing Director Suresh Subramanian

MCCANN WORLDGROUP

1F Menara Standard Chartered Jl. Prof. Dr. Satrio No. 164 Jakarta 12930, Indonesia
Tel: +6221 2553 2400; Fax: +6221 2553 2401
Email: bhaskar.rao@mccann.com
Website: www.mccann.com
Personnel
Managing Director Bhaskar Rao

MILESTONE INTEGRATED MARKETING SOLUTIONS

Graha Milestone, Jl. Limau/28, Kebayoran Baru, Jakarta 12130, Indonesia
Tel: +6221 723 2707; Fax: +6221 721 1210
Email: aldy.indartono@milestone.co.id
Website: www.milestone.co.id
Personnel
Managing Director Aldy Indartono

MULLENLOWE GROUP INDONESIA

G/F, 2/F, 4/F & 6/F, Victoria Building,
Jl. Sultan Hasanuddin Kav 47-51,
Jakarta 12160, Indonesia
Tel: +62 21 2927 9279

Email: joseph.tan@mullenlowe.com
Website: indonesia.mullenlowe.com

Personnel

Chief Executive Officer Joseph Tan

OGILVY JAKARTA

Sentral Senayan III, 11th Floor,
Jl. Asia Afrika, No. 8,
Gelora Bung Karno - Senayan,
Jakarta 10270, Indonesia
Tel: +62 21 2924 3000
Fax: +62 21 2903 9259

Email: anne.ridwan@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer Anne Ridwan

PLAYGROUP

Grand Panglima Polim Unit 65, Jl. Panglima
Polim Raya, Jakarta 12160, Indonesia
Tel: +62 21 739 8811
Fax: +62 21 7278 7540

Email: letsplay@playgroupasia.com
Website: www.playgroupasia.com

Personnel

Creative Partner Budi Haryanto

POWERSWITCH INDONESIA

Jl. Pejaten Raya No 18 A,
Jakarta 12520, Indonesia
Tel: +62 21 2127 9876
Email: ofs@psw.co.id

Website: www.psw.co.id

Personnel

Managing Director Omar Shahab

PT PMG INTEGRASI KOMUNIKASI PVT LTD

Eighty eight @Kasablanca Tower A,
Level 30 Unit B,
Jl. Raya Casablanca Kav. 88,
Jakarta 12870, Indonesia
Tel: +62 21 2982 0243
Fax: +62 21 2982 0244

Email: contact@pmgasia.com
Website: www.pmgasia.com

Personnel

Account Director
..... Agustinus Hendra Gunawan



PUBLICIS ONE

Noble House 15th Floor
Jl. Dr. Ide Anak Agung Gde Agung
Kav E. 4. 2 No. 2 Jakarta 12950
Indonesia
Tel: +62 21 5081 5501
Fax: +62 21 5081 5502
Website: www.publicisgroupe.com

Year Established
2016

Personnel

Chief Executive Officer: Brian Capel
Business consultancy:

brian.capel@publicisone.com

Chief Talent Officer: Dian Oesman
Talent management:

dian.oesman@publicisone.com

Chief Strategy Officer: Shailesh Iyer

Chief Finance Officer: Dong Mapanao

Company Profile

Publicis Groupe is an integrated solutions company where services like creative, media, PR, Activation, Branded Experience Design, Digital and Tech are all under one roof and we have a whole new approach towards achieving results making it the agency model of the future.

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PT. FANTASTIS ANAK BANGSA INDONESIA

Jl. Marga Guna 1 No. 8A, Selatan,
Jakarta 12420, Indonesia
Tel: +62 21 7227 522; Fax: +62 21 7227 511
Email: info@fabindonesia.com

Website: www.fabindonesia.com

Personnel

Chief Executive Officer Fritz Bonny Tobing

SKALA CREATIVE COMMUNICATION

Jalan Teuku Angkasa 32A, Bandung 40132,
Indonesia
Tel: +62 22 250 8981

Email: dannyiskandar21@gmail.com

Website: www.skalacomm.com

Personnel

Chief Executive Officer Danny Iskandar

SUPERUNION

Sentral Senayan III 11th Floor, Jalan Asia,
Afrika No. 8 Senayan, Gelora Bung Karno -
Senayan, Jakarta 10270, Indonesia
Tel: +62 21 2924 3000; Fax: +62 21 2903 9265

Email: jakarta@superunion.com

Website: www.superunion.com

Personnel

Managing Director Bayu Asmara

TCP-TBWA\INDONESIA

Mulia Business Park, T/Garden,
Jl. Mt. Haryono Kav. C58-60, Pancoran,
Jakarta Selatan 12780, Indonesia
Tel: +62 21 798 1818; Fax: +62 21 798 2299

Email: soum@tcpbwa.com

Website: www.tbwa.com

Personnel

Chief Executive Officer Saumyajit Banerjee

VOILA INDONESIA

Darmawangsa XNo. 45A, RT009/RW. 004 Kec,
Kebayoran Baru, Jakarta 12130, Indonesia
Tel: +62 21 2708 1115

Email: teguh.aribowowo@voila.co.id

Website: www.voila.co.id

Personnel

Director Teguh Aribowowo

Y&R INDONESIA

Menara Jamsostek, Gedung Utara 15 F, Jl. Jend.
Gatot Subroto Kav. 38, Jakarta 12710, Indonesia
Tel: +62 21 250 1595; Fax: +62 21 250 1583

Email: Wirmandi.Sugriat@yr.com

Website: www.yr.com

Personnel

General Manager Wirmandi Sugriat

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JAPAN

ADSTAFF-HAKUHODO INC.

Miehashi Building, 3-17-5 Kumoji, Naha,
Okinawa 900-0015, Japan
Tel: +81988621422
Website: www.ad-staff.net

ASATSU-DK INC (ADK)

Toranomon Hills Mori Tower, 1-23-1,
Toranomon, Minato-ku, Tokyo 105-6312,
Japan
Tel: +81368303811
Email: adkpr@adk.jp
Website: www.adk.jp/en/

Personnel

President & Group CEO Shinichi Ueno

ASSEMBLAGE

Minamiaoyama Uni-Heights #1002,
6-12-3, Minamiaoyama, Minato-ku,
Tokyo, Japan
Tel: +81364185971
Email: greg@assemblage.jp
Website: www.assemblage.jp

Personnel

Marketing Director Greg McMaster

BACKS GROUP INC.

14th Fl., Ebisu Business Tower,
1-19-19 Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
Tel: +81357937911
Website: www.backs.co.jp

BASKET INC.

18th Fl., Kokusai Shin Akasaka Building,
East Tower, 2-14-27 Akasaka, Minato-ku,
Tokyo 107-0052, Japan
Tel: +81364416158
Website: thebasket.co.jp

BBDO JAPAN

Harumi Triton Square X, 1-8-10 Harumi,
Chuo-ku, Tokyo 104-6038, Japan
Tel: +81362218040
Email: info@bbdojapan.com
Website: www.bbdojapan.com

Personnel

Chief Executive Tony Harris

BEACON COMMUNICATIONS K.K.

JR Tokyu Meguro Building, 3-1-1 Kami-Osaki,
Shinagawa-ku, Tokyo 141-0021, Japan
Tel: +81354377200
Fax: +81354377211
Email: atsuko.kubota@beaconcom.co.jp
Website: www.beaconcom.jp

Personnel

Managing Director & Representative Director
..... Floriane Tripolino

CHEIL JAPAN

28/F Lidabashi Grand Bloom,
2-10-2 Fujimi, Chiyoda-ku,
Tokyo 102-0071, Japan
Tel: +81363332970
Email: gyueom.kim@cheil.com
Website: www.cheil.com

Personnel

Office Manager Gyueom Kim

CHUGOKUSHIKOKU HAKUHODO INC., HIROSHIMA HEAD OFFICE

Hiroshima Park Building,
3-7-5 Otemachi, Naka-ku,
Hiroshima 730-0051,
Japan
Tel: +81822480401
Website: www.chugokushikoku.hakuhodo.co.jp

CHUO-AD SHINSHA, INC.

9F, Eitaro Building, 1-2-5 Nihonbashi,
Chuo-ku, Tokyo 103-0027, Japan
Tel: +81332421171
Website: www.chuo-ad.co.jp

COSMO COMMUNICATIONS INC.

4F, Aoyama OM-SQUARE,
2-5-8 Kita-Aoyama, Minato-ku,
Tokyo 107-0061, Japan
Tel: +81334058111
Website: english.cosmo-com.jp

CRAFTAR INC.

Akasaka Park Building, 5-2-20 Akasaka,
Minato-ku, Tokyo 107-6101, Japan
Tel: +81362777727
Website: www.craftar.co.jp

CUSTOM MEDIA K. K.

Daiwa Azabudai Building,
6F, 2-3-3 Azabudai, Minato-ku,
Tokyo 106-0041, Japan
Tel: +81345407730
Fax: +81345407731
Email: inquiries@custom-media.com
Website: www.custom-media.com

Personnel

President Robert Heldt

D.BRAIN CO., LTD.

1F, NBF Minami-Aoyama Building,
3-1-31 Minami-aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81334237575
Website: www.dbrain.co.jp

DAIKO ADVERTISING INC

5-2-20, Akasaka, Minato-ku,
Tokyo 107-6107, Japan
Tel: +81363648111
Fax: +81355638933
Email: publicrelation11@daiko.co.jp
Website: www.daiko.co.jp

Personnel

Chief Executive Officer Hiroshi Ochiai

DDB GROUP JAPAN

Harumi Triton Square Tower X,
1-8-10 Harumi, Chuo-ku, Tokyo 104-6038,
Japan
Tel: +81362218501
Fax: +81362218787
Website: www.ddb.com

Personnel

Chief Executive Officer Tony Harris

TAG TRIBAL

4-8-18, Akasaka, Minato-ku,
Tokyo 107-8417, Japan
Tel: +81334759524
Email: n-fuchi@tokyu-agc.co.jp

Personnel

General Manager Naoki Fuchino

DELPHYS INC

2 Chome-101 Kanda Awajicho,
Chiyoda-ku, Tokyo 101-0063, Japan
Tel: +81367578200; Fax: +81332511761
Email: delphys_info@delphys.co.jp
Website: www.delphys.co.jp

Personnel

President & CEO Kyoichi Tanada

DENTSU EAST JAPAN INC.

Shimbashi Tokyu Building, 4-21-3, Shimbashi,
Minato-ku, Tokyo 105-0004, Japan
Tel: +81354029555
Email: s.kannan@dentsu.co.jp
Website: www.dentsu-east.co.jp

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU HOKKAIDO INC.

Nishi 5-1-1, Odori, Chuo-ku, Sapporo City,
Hokkaido 060-8545, Japan
Tel: +81112145111
Email: s.kannan@dentsu.co.jp
Website: www.dentsu-hokkaido.jp

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU INC.

1-8-1, Higashi-Shimbashi, Minato-ku,
Tokyo 105-7001, Japan
Tel: +81362168042; Fax: +81362175515
Email: s.kannan@dentsu.co.jp
Website: www.dentsu.com

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU KYUSHU INC.

1-16-10, Akasaka, Chuo-ku,
Fukuoka 810-8675, Japan
Tel: +81921732555
Email: s.kannan@dentsu.co.jp
Website: www.dentsu-kyu.co.jp

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU LIVE INC.

1-5-3, Uchisaiwaicho, Chiyoda-ku,
Tokyo 100-8570, Japan
Tel: +81362578888
Email: s.kannan@dentsu.co.jp
Website: www.dentsulive.co.jp/en/

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU OKINAWA INC.

Kokuba Bldg, 3-21-1, Kumoji, Naha City,
Okinawa 900-0015, Japan
Tel: +81988620012
Email: s.kannan@dentsu.co.jp
Website: www.dentsu-ok.co.jp

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU TEC INC.

1-5-3, Uchisaiwaicho, Chiyoda-ku,
Tokyo 100-8508, Japan
Tel: +81 3 6257 8000
Email: s.kannan@dentsu.co.jp
Website: www.dentsutech.co.jp/
company/?lang=en-US

Personnel

PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU WEST JAPAN INC.

Nakanoshima Festival Tower West Building,
3-2-4, Nakanoshima, Kita-ku,
Osaka 530-8228, Japan
Tel: +81 6 6484 8840
Email: s.kannan@dentsu.co.jp
Website: www.dentsu-west-j.co.jp

Personnel

PR Spokesperson, Corporate
Communications Director ... Shusaku Kannan

EAST JAPAN MARKETING & COMMUNICATIONS INC.

JR Ebisu Building, 1-5-5 Ebisu Minami,
Shibuya-ku, Tokyo 150-8508, Japan
Tel: +81 3 5447 7800; Fax: +81 3 5447 7810
Website: www.jeki.co.jp

Personnel

President Tsukasa Haraguchi

EAT CREATIVE K.K.

Mita Hillside Building 4F, 4-1-9 Mita,
Minato-ku, Tokyo 108-0073, Japan
Tel: +81 3 5484 6680; Fax: +81 3 5484 6683
Email: alison@eatcreative.jp
Website: eatcreative.jp

Personnel

Communications Director Alison Lambert

EDGE INTERNATIONAL INC.

2F, Aoyama Yasuda Building, 7-1-1 Akasaka,
Minato-ku, Tokyo 107-0052, Japan
Tel: +81 3 3403 7750
Website: www.edge-intl.co.jp

E-GRAPHICS COMMUNICATIONS

3-2-2 Toranomon, Minato-ku,
Tokyo 105-0001, Japan
Tel: +81 3 6860 5349; Fax: +81 3 6880 3515
Email: tsutomu.kuniyoshi@egplusww.com
Website: www.e-gra.co.jp

Personnel

Managing Director Keiko Yokomizo

GEOMETRY GLOBAL JAPAN

Yebisu Garden Place Tower 25F, 4-20-3 Ebisu,
Shibuya-ku, Tokyo 150-6025, Japan
Tel: +81 3 5793 5170
Email: info.tokyo@geometry.com
Website: www.geometry.com

Personnel

Chief Executive Officer Ichiro Ota

GREY GROUP JAPAN

Ebisu Square 1-23-23 Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
Tel: +81 3 5423 1711; Fax: +81 3 5423 2959
Email: yukiko.ochiai@grey.com
Website: www.grey.com/japan

Personnel

President & Chief Executive Officer
..... Yukiko Ochiai

GREY TOKYO

Ebisu Square 1-23-23 Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
Tel: +81 3 5423 1711
Fax: +81 3 5423 2959
Email: yukiko.ochiai@grey.com
Website: www.grey.com/japan

Personnel

President & Chief Executive Officer,
Grey Group Japan Yukiko Ochiai

GREY HEALTHCARE JAPAN

Ebisu Square 1-23-23 Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
Tel: +81 3 5423 3179
Fax: +81 3 5423 1741
Email: Nirvik.Singh@grey.com
Website: www.grey.com/japan

Personnel

President Nirvik Singh

HAKUHODO CASTING & ENTERTAINMENT INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6319, Japan
Tel: +81 3 6441 8297
Website: www.edge-intl.co.jp

HAKUHODO CONSULTING INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6319, Japan
Tel: +81 3 6441 8070
Website: www.hakuhodo-consulting.co.jp

HAKUHODO CREATIVE VOX INC.

NET Akasaka Bldg., 3-13-16 Akasaka,
Minato-ku, Tokyo 107-0052, Japan
Tel: +81 3 6441 4380
Website: hc-vox.co.jp

HAKUHODO DESIGN INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6319, Japan
Tel: +81 3 6441 4671
Website: www.hakuhodo-design.com

HAKUHODO DIRECT INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6319, Japan
Tel: +81 3 6441 4681
Website: www.hakuhodo-direct.co.jp

HAKUHODO INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6322, Japan
Tel: +81 3 6441 8111
Email: koho.mail@hakuhodo.co.jp
Website: www.hakuhodo.jp

Personnel

President & CEO Masayuki Mizushima

HAKUHODO KETTLE INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6322, Japan
Tel: +81 3 6441 4501
Website: www.kettle.co.jp

HAKUHODO MAGNET INC.

9F, Cross Ginza Building,
5-9-8 Ginza, Chuo-ku,
Tokyo 104-0061, Japan
Tel: +81 3 6274 6941
Website: www.h-magnet.co.jp

HAKUHODO MARKETING SYSTEMS INC.

16F, Kokusai Shin-Akasaka Building,
East Tower, 2-14-27 Akasaka, Minato-ku,
Tokyo 107-0052, Japan
Tel: +81 3 6441 7775
Website: www.hakuhodo-ms.co.jp

HAKUHODO MEDICAL INC.

Kokusai Shin Akasaka Building,
West Tower, 6-1-20 Akasaka,
Minato-ku, Tokyo 107-0052,
Japan
Tel: +81 3 6441 8166
Website: www.hakuhodo-medical.co.jp

HAKUHODO PLANNING HOUSE INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6319, Japan
Tel: +81 3 6441 4376

HAKUHODO PRODUCT'S INC.

NBF Toyosu Garden Front, 5-6-15 Toyosu,
Koto-ku, Tokyo 135-8619, Japan
Tel: +81 3 5144 7200
Website: www.h-products.co.jp

HAPPY HOURS HAKUHODO INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6319, Japan
Tel: +81 3 6441 4691

HAVAS TOKYO

Pola Aoyama Building 11F,
2-5-17 Minami Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 3 6438 1350
Fax: +81 3 6438 1351
Email: stephen.cox@havas.com
Website: jp.havas.com

Personnel

Chief Executive Officer Stephen Cox

HOKKAIDO HAKUHODO INC.

Maruito Sapporo Building, 1-1 Kitanijo-Nishi,
Chuo-ku, Sapporo 060-0002, Japan
Tel: +81 11 251 0176
Website: www.hokkaido.hakuhodo.co.jp

HOKURIKU HAKUHODO INC.

Kanazawa New Grand Building,
4-1 Minami-machi, Kanazawa,
Ishikawa 920-0919, Japan
Tel: +81 76 222 5121

HOLOGRAM LTD.

8F, NBF Minami-Aoyama Building,
3-1-31 Minami-Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 3 3402 7900
Website: www.hologram-ltd.com

I&S BBDO

Harumi Triton Square X, 1-8-10 Harumi,
Chuo-ku, Tokyo 104-6038,
Japan
Tel: +81 3 6221 8585
Fax: +81 3 6221 8791
Email: prdiv@isbbdo.co.jp
Website: www.isbbdo.co.jp

Personnel

Chief Executive Officer Kazutoyo Kato

INFORMATION SERVICES INTERNATIONAL-DENTSU, LTD. (ISID)

Keio Shinagawa Bldg, 2-17-1, Konan,
Minato-ku, Tokyo 108-0075, Japan
Tel: +81 367136100; Fax: +81 367139903
Email: g-pr@isid.co.jp
Website: www.isid.co.jp/english

Personnel

President & CEO Setsuo Kamai

J. WALTER THOMPSON JAPAN

Yebisu Garden Place Tower 30F, 4-20-3 Ebisu,
Shibuya-ku, Tokyo 150-6030, Japan
Tel: +81 332809500; Fax: +81 332809566
Email: hironobu.kitajima@jw.com
Website: www.jwt.com/japan

Personnel

Managing Director Hironobu Kitajima

JPDH CO., LTD.

4th Fl., NBF Minami Aoyama Bldg.,
3-1-31 Minami-Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 334043121

K&L INC

8F Kojimachi Crystal City East Hall, 4-8
Kojimachi, Chiyoda-ku, Tokyo 102-0083,
Japan
Tel: +81 332632996
Fax: +81 332633285
Email: sokazaki@klt.co.jp
Website: www.klt.co.jp

Personnel

President Shinichi Okazaki

KANTAR HEALTH - JAPAN

Shinjuku Maynds Tower 6F,
2-1-1 Yoyogi Shibuya-ku,
Tokyo 151-0053, Japan
Tel: +81 368595341
Email: lkumi.lkeda@kantarhealth.com
Website: www.kantarhealth.com

Personnel

Head of Healthcare Ikumi Ikeda

KANTAR JAPAN

Shinjuku Maynds Tower 6F, F2-1-1 Yoyogi,
Shibuya-ku, Tokyo 151-0053, Japan
Tel: +81 368594200
Email: info@jp.kantargroup.com
Website: www.tnsglobal.com

Personnel

Chief Executive Officer Hidehiko Otake

KIDS DENTAL PARK INC.

Kokusai Shin-Akasaka East Building,
2-14-27 Akasaka, Minato-ku,
Tokyo 107-0052, Japan
Tel: +81 36441 8451
Website: kdp.co.jp

KYORITZ ADVERTISING AGENCY

Kyoritz Building, 13-8 Araki-cho,
Shinjuku-ku, Tokyo 160-0007, Japan
Tel: +81 333554001
Fax: +81 333554170
Email: daisuke.nakamura@kyoritz-ad.co.jp
Website: www.kyoritz-ad.co.jp

Personnel

International Sales Manager
..... Daisuke Nakamura

LANDOR ASSOCIATES INTERNATIONAL LTD

2/F, 1-4-12 Hirakawacho,
Chiyoda-ku, Tokyo 102-0093,
Japan
Tel: +81 332632291
Fax: +81 332632292
Website: www.landor.com

M&C SAATCHI TOKYO

1-26-1 Ebisunishi, Shibuya-ku,
Tokyo 150-0021, Japan
Tel: +81 354566355
Fax: +81 354566377
Email: h.ohashi@mcsaatchi.co.jp
Website: www.mcsaatchi.co.jp

Personnel

Founder / Chief Executive Officer Tamio Koshino

MAHALO NETWORKS, INC.

Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku,
Tokyo 107-6320, Japan
Tel: +81 36441 9050

McCANN WORLDGROUP

Shin Aoyama Building East,
1-1-1 Minami Aoyama, Minato-ku,
Tokyo 107-8679, Japan
Tel: +81 337468111
Email: charles.cadell@mccannwg.com
Website: www.mccannwg.co.jp

Personnel

Representative Director, President & CEO
..... Charles Cadell

McCANN

Tokyo
Shin Aoyama Building East,
1-1-1 Minami Aoyama, Minato-ku,
Tokyo 107-8679, Japan
Tel: +81 337468111
Fax: +81 337468314
Email: hiroaki.mori@mccann.com
Website: www.mccann.co.jp

Personnel

Representative Director, President & CEO,
McCann Japan Hiroaki Mori

Osaka

Aqua Dojima West, 19F, 1-4-16 Dojima-hama,
Kita-ku, Osaka 530-0004, Japan
Tel: +81 663426800
Fax: +81 663426893
Email: hiroaki.mori@mccann.com
takuji.yamane@mccann.com
Website: www.mccann.co.jp

Personnel

Representative Director, President & CEO,
McCann Japan Hiroaki Mori
Deputy General Manager,
Client Service Director Takuji Yamane

MOMENTUM

Shin Aoyama Building East,
1-1-1 Minami Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 337468040
Fax: +81 337468573
Email: hiroshi.samizo@momentumww.com
Website: www.momentum.co.jp

Personnel

President & CEO Hiroshi Samizo

MRM//McCANN

Shin Aoyama Building East, 22F, 1-1-1,
Minami Aoyama, Minato-ku, Tokyo 107-0062,
Japan
Tel: +81 337468900
Fax: +81 337468901
Email: caspar.ouvaroff@mrm-mccann.com
Website: www.mrm-mccann.com

Personnel

Representative Director, President
..... Caspar Ouvaroff

McCANN HEALTH

Tokyo
Shin Aoyama Building East,
1-1-1 Minami Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 337469008
Fax: +81 337469147
Email: john.cahill@mccann.com
junji.yokokawa@mccann.com
Website: www.mccannhealth.co.jp

Personnel

Representative Director &
President John Cahill
Managing Director Junji Yokokawa

Osaka

Aqua Dojima West, 19F,
1-4-16 Dojima-hama, Kita-ku,
Osaka 530-0004, Japan
Tel: +81 663426870
Email: junji.yokokawa@mccann.com
Website: www.mccannhealth.co.jp

Personnel

Managing Director / General Manager
..... Junji Yokokawa

CRAFT WORLDWIDE

Shin Aoyama Building East,
1-1-1 Minami Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 337468163; Fax: +81 54145652
Email: kenji.shimizu@craftww.com
Website: www.craftww.com

Personnel

Managing Director Kenji Shimizu

MULLENLOWE GROUP JAPAN INC.

2F 1-16-1 Ebisunishi, Shibuya-ku,
Tokyo 150-0021, Japan
Tel: +81 354216212; Fax: +81 354216214
Email: james.hollow@mullenlowe.com
Website: www.japan.mullenlowe.com

Personnel

Chief Executive Officer James Hollow

NIIGATA HAKUHODO INC.

4F, LEXNB, 1-12-8 Tenjin, Chuo-ku,
Niigata 950-0917, Japan
Tel: +81 25 2905555
Website: www.niigata.hakuhodo.co.jp

NIKKEISHA INC

13-20, Ginza 7-chome, Chuo-ku,
Tokyo 104-8176, Japan
Tel: +81 355506544; Fax: +81 355506599
Email: ec.kumagai@nks.co.jp
Website: www.nks.co.jp

Personnel

Manager, Global Business Bureau
..... Eiichi Kumagai

Japan/Korea

OGILVY TOKYO

Yebisu Garden Place Tower 25F,
4-20-3 Ebisu, Shibuya-ku,
Tokyo 150-6025, Japan
Tel: +81 35791 8888
Fax: +81 35791 8886
Email: tokyo.info@ogilvy.co.jp
Website: www.ogilvy.co.jp

Personnel

President Jack Mickle

PINKOI JAPAN K.K.

2R-03, 2F, Shibuya Cast,
1-23-21 Shibuya, Shibuya-ku,
Tokyo 150-0002, Japan
Tel: +81 36427 3131
Website: en.pinkoi.com

PMG JAPAN INC

14-2, Takadanobaba 2-chome,
Shinjuku-ku, Tokyo 169-0075,
Japan
Tel: +81 35292 6722
Fax: +81 35292 6728
Email: contact@pmgasia.com
Website: www.pmgaisa.com

Personnel

Account Manager Mayumi Kogata

RISKYBRAND INC.

1-9-4 Ebisu-Minami, Shibuya-ku,
Tokyo 150-0022, Japan
Tel: +81 35720 5280
Fax: +81 35721 6651
Email: info@riskybrand.com
Website: www.riskybrand.com

Personnel

Chief Executive Officer Kazuteru Tasaki

SAATCHI & SAATCHI TOKYO

JR Tokyū Meguro Building,
3-1-1 Kami-Osaki, Shinagawa-ku,
Tokyo 141-0021, Japan
Tel: +81 35437 7252
Fax: +81 35437 7211

Personnel

Managing Director, Publicis One Japan
..... Floriane Tripolino

SEEDATA INC.

8F, Kokusai Shin-Akasaka Building,
West Tower, 6-1-20 Akasaka,
Minato-ku, Tokyo 107-0052,
Japan
Tel: +81 36441 9054

SHINWA INTERNATIONAL INC

Takigen Building,
24-4 Nishi Gotanda 1-chome,
Shinagawa-ku, Tokyo 141-0031,
Japan
Tel: +81 33490 7381
Fax: +81 33490 7385
Email: shinwa-info@shinwa-int.co.jp
Website: www.shinwa-int.co.jp

Personnel

President Shizuo Murata

SHIZUOKA HAKUHODO INC.

Top Center Building, 8-6 Tenma-cho,
Aoi-ku, Shizuoka 420-0858, Japan
Tel: +81 54652 2800
Website: www.shizuoka.hakuhodo.co.jp

SIX INC.

2F, Minami-Aoyama 511 Building,
5-11-10 Minami-Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 33406 5266

SPICEBOX

15F, Kokusai Shin Akasaka Building,
East Tower, 2-14-27 Akasaka, Minato-ku,
Tokyo 107-0052, Japan
Tel: +81 33583 5361
Website: www.spicebox.co.jp

STANDARD ADVERTISING, INC.

2-10-22, Kita Aoyama, Minato-ku,
Tokyo 107-0061, Japan
Tel: +81 36479 8566
Fax: +81 36439 8556
Email: masui@standard.co.jp
Website: www.standard.co.jp

Personnel

Managing Director Kunio Masui

STORIES LLC

5-Gate, 6-2-4 Akasaka, Minato-ku,
Tokyo 107-0052, Japan
Tel: +81 36441 9032
Website: www.stories-llc.com

TBWA\HAKUHODO

No. 3 Tohru Building, 1-13-10 Shibaura,
Minato-ku, Tokyo 105-0023, Japan
Tel: +81 35446 7200
Email:

inquiry.otoiawase@tbwahakuhodo.com
Website: www.tbwahakuhodo.co.jp

Personnel

President & CEO Akihiko Imai

TOEI ADVERTISING LTD

2-4-12 Kyobashi, Chuo-ku, Tokyo 104-0031,
Japan
Tel: +81 33271 2821
Fax: +81 33281 4180
Email: ishida@toeiad.jp
Website: www.toeiad.co.jp

Personnel

General Manager, International Department
..... Makoto Ishida

TOHOKU HAKUHODO INC.

12th Fl., Higashi Niban-cho Square,
4-1-25 Ichiban-cho, Aoba-ku,
Sendai 980-0811, Japan
Tel: +81 22 263 2211
Website: www.tohoku.hakuhodo.co.jp

TOKYO SURVEY RESEARCH INC.

Yamaman Building,
6-1 Nihonbashikoami-cho, Chuo-ku,
Tokyo 103-0016, Japan
Tel: +81 35649 2311

TOKYU AGENCY INC

4-8-18 Akasaka, Minato-ku,
Tokyo 107-8417, Japan
Tel: +81 33404 5321
Fax: +81 33475 9419
Email: kouhou@tokyu-agc.co.jp
Website: www.tokyu-agc.co.jp

Personnel

President & Representative Director
..... Naoyuki Shibutani

VOICEVISION INC.

Kokusai Shin-Akasaka East Building,
2-14-27 Akasaka, Minato-ku,
Tokyo 107-0052, Japan
Tel: +81 36441 9795
Website: voice-vision.com

WIENED+KENNEDY TOKYO

1-7-13 Kamimeguro, Meguro-ku,
Tokyo 153-0051, Japan
Tel: +81 35459 2800
Fax: +81 35459 2801
Email: john.rowe@wk.com
Website: wktokyo.jp

Personnel

Managing Director John Rowe

WONDERTRUNK & CO. INC

8F, Kokusai Shin-Akasaka Building,
West Tower, 6-1-20 Akasaka, Minato-ku,
Tokyo 107-0052, Japan
Tel: +81 36441 9058

YOMIKO ADVERTISING INC

5-2-20 Akasaka, Minato-ku,
Tokyo 107-6105, Japan
Tel: +81 33589 8111
Website: www.yomiko.co.jp

Personnel

President & CEO Daisuke Fujinuma

KOREA

ARC KOREA

East Wing 15/F Signature Towers,
100 Cheonggyecheon-ro, Jung-gu,
Seoul 04542, Korea
Tel: +82 2 2000 4600
Fax: +82 2 732 0082
Email: nicole.roe@leoburnett.co.kr
Website: www.publicisgroupe.com/en

Personnel

General Manager Nicole Roe

ASATSU-DK KOREA LTD.

2F Taewoo Bldg, 285, Gangnam-daero,
Seocho-gu, Seoul 06729, Korea
Tel: +82 2 511 5934
Fax: +82 2 511 5935
Website: www.adkkorea.com

Personnel

Chief Executive Officer Yang Gyung Yeo

BBDO KOREA

100 Hanggangdaero Yongsan-ku,
Seoul 100-230, Korea
Tel: +82 2 3449 9000
Fax: +82 2 3449 9194
Email: info@bbdo.co.kr

Personnel

Chief Executive Officer Seung-Hyun Chung

CHEIL WORLDWIDE INC.

222 Itaewon-ro, Yongsan-gu,
Seoul 04404, Korea
Tel: +82 2 3780 2114
Fax: +82 2 3780 2730
Email: jh214.lim@cheil.com
Website: www.cheil.com

Personnel

Global PR Manager Annie Lim

DDB GROUP KOREA

70-6 Nonhyeon-dong, Gangnam-gu,
Seoul, Korea 135-995
Tel: +82 234153800
Fax: +82 234153990
Email: kevin.koh@kr.ddb.com
Website: www.ddbkorea.com
Personnel
CEO of DDB Korea Kevin Koh

**TRIBAL WORLDWIDE KOREA
(A PART OF DDB GROUP KOREA)**

70-6 Nonhyeon-dong, Gangnam-gu,
Seoul, Korea 135-995
Tel: +82 234153800
Fax: +82 234153990
Email: kevin.koh@kr.ddb.com
Website: www.tribalworldwide.com
Personnel
CEO of DDB Korea Kevin Koh

**OPTIMUM MEDIA KOREA
(A PART OF DDB GROUP KOREA)**

70-6 Nonhyeon-dong, Gangnam-gu,
Seoul, Korea 135-995
Tel: +82 234153800
Fax: +82 234153990
Email: kevin.koh@kr.ddb.com
Website: www.ddbkorea.com
Personnel
CEO of DDB Korea Kevin Koh

DENTSU KOREA

11/F JS Tower, 6, Teheran-ro 79-gil,
Gangnam-Gu, Seoul 135-798,
Korea
Tel: +82260050000
Fax: +82260050100
Email: Hideki.Kawamura@dentsubrand.com
Website: www.dentsukorea.com
Personnel
President & CEO of Dentsu Korea
..... Hideki Kawamura

FCB SEOUL

4F Welcommcity, 272 Dongho-ro,
Jung-gu, Seoul 04617,
Korea
Tel: +8227514635
Email: jiwon.baek@fcbib.com
Website: www.fcb.com
Personnel
Director of Finance & Admin Jiwon Baek

GEOMETRY GLOBAL KOREA

507 Samseong-ro, JSTower,
15th Floor, Gangnam-Gu,
Seoul 135-877, Korea
Tel: +8225131400
Email: mike.forster@geometry.com
Website: www.geometry.com
Personnel
Managing Director Mike Forster

GREY GROUP KOREA

5F, ICON Building, 12 Unju-ro 152-gil,
Gangnam-Gu, Seoul 135-819, Korea
Tel: +82230155800
Fax: +82264993548
Email: jinwan.oh@grey.com
Website: www.grey.com/korea
Personnel
Chief Executive Officer Jin Wan Oh

GREY SEOUL

5F, ICON Building, 12 Unju-ro 152-gil,
Gangnam-Gu, Seoul 135-819, Korea
Tel: +82230155800
Fax: +82264993548
Email: jinwan.oh@grey.com
Website: www.grey.com/korea
Personnel
Chief Executive Officer, Grey Group Korea
..... Jin Wan Oh

VINYL-I

Zion Tower, 10, Nonhyeon-ro 135-gil,
Gangnam-Gu, Seoul 06041 Korea
Tel: +82261821700
Fax: +82230151800
Email: paul.cho@vinyl-i.com
gil.kim@vinyl-i.com
Website: www.vinyl-i.com
Personnel
Chief Executive Officer, Vinyl-I Paul Cho
Chief Operating Officer, Vinyl-I Gil Kim

HAKUHODO CHEIL INC.

7F, Dabo Building, 20 Mapo-daero, Mapo-gu,
Seoul 04175, Korea
Tel: +82220213502; Fax: +82220213621
Website: www.hakuhodocheil.co.kr
Personnel
President Kazumasa Akiba

HAKUHODO KOREA INC

#1105, Ilshin Building, 38 Mapo-daero,
Mapo-gu, Seoul 04174, Korea
Tel: +82220213588

HAVAS SEOUL

4F, ILSHIN Building, 98, Hannam-daero,
Yongsan-gu, Seoul 04418, Korea
Tel: +827051423700
Email: joseph.rhee@havas.com
Website: www.havasmedia.com
Personnel
Chief Executive Officer Joseph Rhee

HS AD, INC.

LG Mapo Building, 155 Mapo-daero, Mapo-gu,
Seoul 121-721, Korea
Tel: +8227052600
Fax: +8227052955
Email: syun@hsad.co.kr
Website: www.hsad.co.kr
Personnel
Director Soo-Yung, Yun

KANTAR HEALTH - KOREA

8F, SIMPAC Bldg, 52, Gukjegeumyung-ro,
Yeongdeungpo-gu, Seoul 07330, Korea
Tel: +82237794328
Email: Junghwa.lee@kantarhealth.com
Website: www.kantarhealth.com
Personnel
General Manager Junghwa Lee

KANTAR TNS (SOUTH KOREA)

10th Floor, SIMPAC Building,
52 Gukjegeumyung-ro, Yeongdeungpo-gu,
Seoul 150-730, Korea
Tel: +82237794300
Email: Jungyul.Yang@Kantar.com
Website: www.tnsglobal.com
Personnel
Chief Executive Officer Jungyul Yang

LEO BURNETT KOREA

East Wing 15/F Signature Towers,
100 Cheonggyecheon-ro, Jung-gu,
Seoul 04542, Korea
Tel: +82220003600; Fax: +8227320082
Email: nicole.roe@leoburnett.co.kr
Website: www.leoburnett.com
Personnel
General Manager Nicole Roe

MCCANN WORLDGROUP

7F, 31 Bongeunsa-ro 2-gil, Gangnam-gu,
Seoul 06123, Korea
Tel: +82221869700; Fax: +82220513649
Email: sj.kim@mccann.com
Website: www.mccann.co.kr
Personnel
Chief Executive Officer SJ Kim

MCCANN

7F, 31 Bongeunsa-ro 2-gil, Gangnam-gu,
Seoul 06123, Korea
Tel: +82221869700; Fax: +82220513649
Email: sj.kim@mccann.com
Website: www.mccann.co.kr
Personnel
Chief Executive Officer SJ Kim
Chief Operating Officer Jeeyoung Kwak

MCCANN HEALTH

126 Teheran-ro, Dae-gong Building,
5F, Gangnam-gu, Seoul, Korea
Tel: +82264467001
Email: Jay.kim@mccann.com
Website: http://mccannhealth.co.kr
Personnel
Executive Vice President Jay Kim

MOMENTUM

7F, 31 Bongeunsa-ro 2-gil,
Gangnam-gu, Seoul 06123, Korea
Tel: +82221869700; Fax: +82220513649
Email: sylvia.kim@momentumww.com
Website: www.mccann.co.kr
Personnel
Group Business Director Sylvia Kim

MRM//MCCANN

7F, 31 Bongeunsa-ro 2-gil, Gangnam-gu,
Seoul 06123, Korea
Tel: +82221869700; Fax: +82220513649
Email: johan.lee@mrmmccann.com
Website: www.mccann.co.kr
Personnel
General Manager Johan Lee

OGILVY SEOUL

15/F JS Tower, 507 Samseong-ro,
Gangnam-gu, Seoul, Korea
Tel: +8225131400; Fax: +8225131407
Email: jay.paik@ogilvy.com
Website: www.diamondogilvygroup.com
Personnel
President Jay Paik

**PMG INTEGRATED
COMMUNICATIONS CO LTD**

7F, 132, Teheran-Ro, Gangnam-Gu,
Seoul 06235, Korea
Tel: +8207052086383; Fax: +8225955674
Email: contact@pmgasia.com
Website: www.pmgasia.com
Personnel
General Director Kang Sang Min

TBWA\KOREA

10F, J-Tower 538 Sinsadong, Gangnam-gu,
Seoul, Korea 06036
Tel: +82 2501 8888
Fax: +82 2501 2883
Email: webmaster@tbwakorea.com
Website: www.tbwakorea.com

Personnel

Chief Executive Officer Soowon Lee
Chief Creative Officer Woonghyun Park
Chief Financial Officer Wonbin Lee

WELCOMM PUBLICIS

East Wing 3/F Signature Towers,
100 Cheonggyecheon-ro, Jung-gu,
Seoul 04542, Korea
Tel: +82 22000 3612; Fax: +82 2733 8991
Email: charles.shin@welcomm.co.kr
Website: www.publicis.com

Personnel

General Manager Charles Shin

Y&R KOREA

3/F, F&F Building, 662-9 Yeoksam 1-dong,
Gangnam-gu, Seoul 135-913, Korea
Tel: +82 2531 9650
Fax: +82 2531 9601
Email: hs.jeong@yr.com
Website: www.jwtyr.com

Personnel

Managing Director Hae Seong Jeong

LAOS

HAVAS RIVERORCHID LAOS

5th Floor NNN Building, Phonsinuan Road,
Sisattanak District, Vientiane, Laos
Tel: +856 21 417 288
Email: llwellyn.botha@havas-ro.com
Website: www.havas-ro.com

Personnel

Managing Director Llweilyn Botha

MALAYSIA

9 LIVES COMMUNICATIONS SDN BHD

C612, Block C, Kelana Square,
17, SS 7/26, Kelana Jaya, Selangor,
Petaling Jaya 47301,
Malaysia

Tel: +60 37804 7433
Fax: +60 37804 5429
Email: kenneth@9lives.com.my
Website: www.9lives.com.my

Personnel

Managing Director Kenneth Ngiau

ABLEMEN COMMUNICATIONS (M) SDN BHD

16-2, Jalan Sri Hartamas 8,
Taman Sri Hartamas,
Kuala Lumpur 50480, Malaysia
Tel: +60 36203 3739
Fax: +60 36203 3731
Email: fnurish@ablemen.com
Website: www.ablemen.com

Personnel

Managing Director Farouk Nurish

ACORN COMMUNICATIONS SDN BHD

Unit 100-7.001, Level 7, Block J, 129 Offices,
Jaya One, 72A, Jalan Universiti, Selangor,
Petaling Jaya 46200, Malaysia
Tel: +60 37958 8348
Fax: +60 37960 6468
Email: tonynathan@acornco.com.my
Website: www.acornco.com.my

Personnel

Managing Partner Tony Nathan

ADQRATE SDN BHD

A1-3-01, Solaris Dutamas, No. 1, Jalan
Dutamas 1, Kuala Lumpur 50480, Malaysia
Tel: +60 36205 5128
Fax: +60 36205 5130
Email: dexter.lee@adqrate.com
Website: www.adqrate.com

Personnel

General Manager Dexter Lee

ADWIZARD SDN BHD

Suite 3.3, 3/F, Wisma TCL, No 470, Batu 3,
Jalan Ipoh, Kuala Lumpur 51200, Malaysia
Tel: +60 34045 8971; Fax: +60 34045 8975
Email: isk@adwizard.com.my
Website: www.adwizard.com.my

Personnel

General Manager Seang Khoon Lim

ALPHA 245 COMMUNICATIONS SDN BHD

Level 18, Menara Olympia, 8 Jalan Raja
Chulan, Kuala Lumpur 50200, Malaysia
Tel: +60 32057 4245; Fax: +60 32031 1245
Email: karen.tan@alpha245.com
Website: www.alpha245.com

Personnel

Client Services Director Karen Tan

ARC WORLDWIDE (A MEMBER OF STAR REACHER ADVERTISING SDN BHD)

Level 5, Menara Olympia, 8 Jalan Raja Chulan,
Kuala Lumpur 50200, Malaysia
Tel: +60 32031 0998
Fax: +60 32031 0972
Email: kieneng.tan@leoburnett.com.my
Website: http://leoburnett.com

Personnel

Chief Executive Officer Tan Kien Eng

ARCIS COMMUNICATIONS SDN BHD

Unit B-2-7, First Floor, Block B, Pacific Place,
Jalan PJU 1A/4, Ara Damansara, Selangor,
Petaling Jaya 47301, Malaysia
Tel: +60 37859 6738
Email: stephen@arciscommunications.com
Website: www.arciscommunications.com

Personnel

Managing Director Stephen P Francis

ASATSU-DK MALAYSIA SDN. BHD.

Level 9.01, Menara AmFIRST No. 1,
Jalan 19/3, Petaling Jaya Selangor 46300,
Malaysia
Tel: +60 37954 0388; Fax: +60 37954 0266
Email: takashi.ichijo@adk.com.my
Website: www.adk.com.my

Personnel

Chief Executive Officer Takashi Ichijo

BARON ADVERTISING SDN BHD

32 Jalan Lumut, Kompleks Damai,
Kuala Lumpur 50400, Malaysia
Tel: +60 34042 8085
Fax: +60 34041 5898
Email: kennyfoo@baronad.com
Website: www.baronad.com

Personnel

Group Account Director Kenny Foo

BATES CHI&PARTNERS MALAYSIA

Level 10, Menara Milenium,
8 Jalan Damanlela, Bukit Damansara,
Kuala Lumpur 50490, Malaysia
Tel: +60 32776 8688
Fax: +60 32776 8696
Email: sookwai.cheah@hogarth-ogilvy.com
Website: www.bateschi.com

Personnel

Managing Director SookWai Cheah

BBDO (MALAYSIA) SDN BHD

Suite 50-01-01, Wisma UOA Damansara,
50 Jalan Dungun, Damansara Heights,
Kuala Lumpur 50490, Malaysia
Tel: +60 32094 6300; Fax: +60 32094 9891
Email: farrah.harith@bbdo.com.my
Website: www.bbdo.com.my

Personnel

General Manager ... Farrah Harith-McPherson

BCI ASIA CONSTRUCTION INFORMATION SDN BHD

Unit 1106, Block B, Phileo Damansara II,
Off Jalan Damansara, Jalan 16/11, Selangor,
Petaling Jaya 46350, Malaysia
Tel: +60 37661 1380
Fax: +60 37661 1381
Email: nish@bciasia.com
Website: www.bciasia.com

Personnel

Country Manager Nish PKN

BIZSPHERE SDN BHD

41-3, 3rd Floor, Block C2, Jalan PJU 1/39,
Dataran Prima, Selangor,
Petaling Jaya 47301, Malaysia
Tel: +60 37887 1006
Fax: +60 37804 3770
Email: kengteck@bizsphere.com.my
Website: www.bizsphere.com.my

Personnel

Managing Consultant Yap Keng Teck

BRAND 360 DEGREE SDN BHD

1/F, No 15 Jalan Tembaga SD 5/2,
Bandar Sri Damansara,
Kuala Lumpur 52200, Malaysia
Tel: +60 36272 3299
Email: julia.koh@brand360.com.my
Website: www.brand360.com.my

Personnel

Executive Director Julia Koh

BRANDTHINK MALAYSIA

Level 6, Tower 2, Avenue 3, Menara N2n,
Bangsar South, Kuala Lumpur 59200, Malaysia
Tel: +60 32242 3222
Email: juihong@brandthinkasia.com
Website: www.brandthinkasia.com

Personnel

Managing Director Jui Hong Teoh

BW CYANS ADVERTISING SDN BHD

Unit 13.01, Level 13, Menara K1,
Lorong 3/137C, Jalan Klang Lama,
Kuala Lumpur 58200, Malaysia
Tel: +603 7772 6132
Fax: +603 7772 7093
Email: bwcyans@gmail.com
Website: www.bwcyans.com
Personnel
Managing Director Charles Yong

CAKE EXPERIENTIAL COMMUNICATIONS (ASIA) SDN BHD

D5-5-1, Dana 1 Commercial Centre,
Jalan PJU 1A/46, Selangor,
Petaling Jaya 47301, Malaysia
Tel: +603 7806 1228
Fax: +603 7806 1968
Email: amanda@cakexp.com
Website: www.cakexp.com
Personnel
Marketing Support Manager ... Amanda Wang

CCAS SDN BHD

C511, Block C, Kelana Square, No. 17,
Jalan SS7/26, Kelana Jaya,
Petaling Jaya 47301, Malaysia
Tel: +603 7880 7996; Fax: +603 7806 5610
Email: linda@ccas.com.my
Website: www.ccas.com.my
Personnel
Managing Director Linda Low

CD COMMUNICATIONS GROUP

G-2, Jalan PJU 8/3A, Damansara Perdana,
Kuala Lumpur 47820, Malaysia
Tel: +603 7710 4299; Fax: +603 7710 3996
Email: sham@cdgroup.com.my
Website: www.cdgroup.com.my
Personnel
Managing Director Shamsimar Yusoff

CHEIL MALAYSIA

W-16-02(1), Level 16, West Wing,
The Icon, 1, Jalan 1/68F, Jalan Tun Razak,
Kuala Lumpur 50400, Malaysia
Tel: +603 2191 0001
Email: randy.woo@samsung.com
Website: www.cheil.com
Personnel
President Randy Woo

CODA ADVERTISING SDN BHD

49B, Jalan Permas 4, Bandar Baru Permas
Jaya, Johor Bahru, Johor 81750, Malaysia
Tel: +607 387 1888; Fax: +607 387 2888
Email: jesschai@codagroup.com
Website: www.codagroup.com
Personnel
General Manager Jessica Chai

COGENT IDEAS (SOUTH EAST ASIA) SDN BHD

12A-2 & 12A-3 Jalan PJU 8/5E,
Bandar Damansara Perdana, Selangor,
Petaling Jaya 47820, Malaysia
Tel: +603 7727 8228; Fax: +603 7729 8166
Email: alan@cogent-international.com
Website: www.cogent-international.com
Personnel
Executive Director Alan Cheng

CREA+IVE PARAMEDICS SDN BHD

B3A17, Level 3A, Block B, Kelana Square,
17, Jalan SS7/26, Kelana Jaya, Selangor,
Petaling Jaya 47301, Malaysia
Tel: +603 7803 7161; Fax: +603 7803 7162
Email: carmen@creativeparamedics.com
Website: www.creativeparamedics.com
Personnel
Business Director Carmen Chan

CREATIVE JUICE KUALA LUMPUR

15th Floor, Block B, HP Towers,
12 Jalan Gelegang, Bukit Damansara,
Kuala Lumpur 50490, Malaysia
Tel: +603 2092 5130; Fax: +603 2093 6130
Email: info@creativejuicekualalumpur.com
Personnel
Chief Operating Officer Yee Hui Tsin

DAI-ICHI KIKAKU (MALAYSIA) SDN. BHD.

Level 9.03, Menara AmFIRST No. 1,
Jalan 19/3, Petaling Jaya Selangor 46300,
Malaysia
Tel: +603 7960 8106; Fax: +603 7960 8103
Personnel
Chief Executive Officer Takeshi Nishio

DENTSU AEGIS NETWORK MALAYSIA SDN BHD

Lot 12-01, Level 12, Guoco Tower, Damansara
City, No 6, Jalan Damanlela, Damansara
Heights, Kuala Lumpur 50490, Malaysia
Tel: +603 2080 5000; Fax: +603 2080 5199
Email: audra.ooi@dentsuaegis.com
Website: www.dentsuaegisnetwork.com
comasiapacific
Personnel
Country CEO Nicky Lim

DESIGN FACTORY

Unit 9.01, 9/F Bangunan Malaysian,
RE 17, Lorong Dungun Damansara Heights,
Kuala Lumpur 50490, Malaysia
Tel: +603 2094 5536; Fax: +603 2093 9355
Email: lara.hussein@mcsaatchi.com.my
Website: www.mcsaatchi.com
Personnel
CEO/Founding Partner
..... Sharifah Menyalara Hussein

DIA BRAND CONSULTANTS SDN BHD

Unit 1208 12th Floor Lobby 2, Block A,
Damansara Intan, No. 1 Jalan SS20/27,
Selangor, Petaling Jaya, Malaysia
Tel: +603 7722 2192; Fax: +603 7722 2193
Email: tania.tai@diabrand.com
Website: www.diabrand.com
Personnel
Managing Director Tania Tai

THE DISTILLERY

Unit 9.01, 9/F Bangunan Malaysian,
RE 17, Lorong Dungun Damansara Heights,
Kuala Lumpur 50490, Malaysia
Tel: +603 2094 5536
Fax: +603 2093 8535
Email: lara.hussein@mcsaatchi.com.my
Website: www.mcsaatchi.com
Personnel
CEO/Founding Partner
..... Sharifah Menyalara Hussein

DOT CREATIVE DESIGN SDN BHD

D8-6-2, Dana 1 Commercial Centre,
Jalan PJU 1A/46, Selangor,
Petaling Jaya 47200, Malaysia
Tel: +603 7842 8911
Fax: +603 7842 8912
Email: jssl@dotcreativedesign.com
Website: www.dotcreativedesign.com
Personnel
Creative Director Jeff Law

ELLIPSIS MALAYSIA

E-2-14, Block E, Plaza Damas,
Jalan Hartamas 1, Sri Hartamas, Kuala
Lumpur 50480, Malaysia
Tel: +603 6201 1125
Fax: +603 6201 1126
Email: jasmine@ellipsis.com.my
Website: www.ellipsis.com.my
Personnel
Managing Director Jasmin Omar

ETC INDUSTRIES SDN BHD

53-1, Jalan PJS 9/1A, Lagoon Business
Centre, Subang Jaya, Selangor 47500,
Malaysia
Tel: +603 5633 5393; Fax: +603 5633 5399
Email: bimal@etcindustries.com
Website: www.etcindustries.com
Personnel
Director Bimal Prakash

EVENTS WIZARD SDN BHD

No 7 Jalan 3/115A, Taman Pagar Ruyong,
Kuala Lumpur 58200, Malaysia
Tel: +603 7987 7188; Fax: +603 7987 7688
Email: leticia@eventswizard.net
Website: www.eventswizard.net
Personnel
Director Leticia Hsu

FBI SDN BHD

5-2, Jalan PJU 8/3B, Damansara Perdana,
Selangor, Petaling Jaya 47820, Malaysia
Tel: +603 7727 8789
Fax: +603 7727 8780
Email: vlee@fbi.com.my
Website: www.fbi.com.my
Personnel
Managing Director Vincent Lee

FCB SDN BHD

Common Ground TTDI, Level 11,
Menara KENTDI, 37, Jalan Burhanuddin
Helmi, Taman Tun Dr. Ismail,
Kuala Lumpur 60000, Malaysia
Tel: +603 7735 0068
Email: shaun.tay@fcbkl.com
Website: www.fcb.com
Personnel
Chief Executive Officer Shaun Tay

FIXGO ADVERTISING (M) SDN BHD

No 6-5-1, Jalan Jalil Perkasa 14,
Arked Esplanad Commercial Centre,
Bukit Jalil, Kuala Lumpur, Malaysia
Tel: +603 8999 6596
Fax: +603 8999 6596
Email: fannie@fixgo.com.my
Website: www.fixgo.com.my
Personnel
Director Fannie Sia

GANFORHIRE

No. 12, Jalan Abdullah, Off Jalan Bangsar,
Kuala Lumpur 59000, Malaysia
Tel: +60 3 2283 2688
Fax: +60 3 2283 4740
Email: petergan@gan4hire.com
Website: www.gan4hire.com
Personnel
Chief Executive Officer Peter Gan

GEOMETRY GLOBAL MALAYSIA - JOHOR

Suite 6.3, Level 6, Menara Pelangi,
2 Jalan Kuning, Johor 80400,
Malaysia
Tel: +60 7 331 9878
Email: kenny.loh@geometry.com
Website: www.geometry.com
Personnel
Managing Director Kenny Loh

GEOMETRY GLOBAL MALAYSIA - KUALA LUMPUR

Jalan Sultan Ismail, Wisma Genting,
12th Floor, Kuala Lumpur 50250,
Malaysia
Tel: +60 3 2178 0200
Email: kenny.loh@geometry.com
Website: www.geometry.com
Personnel
Managing Director Kenny Loh

GEOMETRY GLOBAL MALAYSIA - PENANG

12/F Wisma Boon Siew, 1 Penang Road,
Penang 10000, Malaysia
Tel: +60 4 263 2880
Email: kenny.loh@geometry.com
Website: www.geometry.com
Personnel
Managing Director Kenny Loh

GOLDEN PENCIL SDN BHD

Unit 6.041, 129 Offices Jaya One,
No. 72A Jalan University, Selangor,
Petaling Jaya 46200, Malaysia
Tel: +60 3 7497 1668
Fax: +60 3 7497 1668
Email: evo@gdenpencil.com
Website: www.gdenpencil.com
Personnel
Business Development Director Westin Chew

GREY GROUP MALAYSIA

13th Floor, WPP Campus Tower H,
Empire City, Damansara Perdana,
47820, Selangor, Malaysia
Tel: +60 3 7669 0200
Email: irene.wong@grey.com
Website: www.grey.com/malaysia
Personnel
Chief Executive Officer Irene Wong

GREY KUALA LUMPUR

13th Floor, WPP Campus Tower H,
Empire City, Damansara Perdana,
47820, Selangor,
Malaysia
Tel: +60 3 7669 0200
Email: irene.wong@grey.com
Website: www.grey.com/malaysia
Personnel
Chief Executive Officer Irene Wong

HAGLEY & HOYLE SDN BHD

21-3, 2/F, Jalan SS 23/11, Taman Sea,
Selangor 47400, Malaysia
Tel: +60 3 7880 2796
Email: rajesvaran@hnhhoyle.com.my
Website: www.hnhhoyle.com.my
Personnel
Account Director Rajesvaran V.

HAKUHODO MALAYSIA SDN. BHD.

7th Fl., Bldg. A, Dataran PHB, Saujana Resort,
Section U2, 40150 Shah Alam, Selangor,
Malaysia
Tel: +60 3 7848 3384; Fax: +60 3 7848 3385
Website: hakuodo.com.my

HAVAS IMMERSE KUALA LUMPUR

100.2.011, Level 2, Unit 011, 129 Offices,
Block J, Jaya One, 72A Jalan Universiti,
Selangor, Petaling Jaya 46200, Malaysia
Tel: +60 3 7628 6600
Fax: +60 3 7628 6700
Email: andrew.lee@havas.com
Website: sea.havasworldwide.com
Personnel
Managing Director Andrew Lee

THE HOT SHOE SHOW & CO SDN BHD

No. 24 Jalan SS25/22, Taman Mayang,
Selangor, Petaling Jaya 47301,
Malaysia
Tel: +60 3 7803 8898
Fax: +60 3 7806 1968
Email: leemark@hotshoes.com.my
Website: www.hotshoes.com.my
Personnel
Chief Operating Officer Mark Lee

HUNTER STRATEGIC COMMUNICATIONS

34A, Jalan Tun Mohd Fuad 2,
Taman Tun Dr Ismail,
Kuala Lumpur 60000, Malaysia
Tel: +60 3 7729 4517
Fax: +60 3 7728 8848
Email: gurdeep@hunters.com.my
Website: www.hunter.my
Personnel
Managing Director Gurdeep Singh

IDEOIMAGE SDN BHD

E-1-2, Neo Damansara, Jln PJU 8/1,
Damansara Perdana, Selangor,
Petaling Jaya 47820, Malaysia
Tel: +60 3 7728 8033
Fax: +60 3 7731 4225
Email: fibiana.guay@ideomage.com.my
Website: www.ideomage.com.my
Personnel
Marketing Director Fibiana Guay

INFINITE CONCEPT

D7-3A-03, Bangunan Perdagangan D7,
Sentul East, 800 Jalan Sentul,
Kuala Lumpur 51000, Malaysia
Tel: +60 3 4065 0282
Email: andrew@infiniteconcept.net
Website: www.infiniteconcept.net
Personnel
Marketing Manager Andrew Chu

INVENT 360 SDN BHD

No. 6-G & 6-1, Jalan PJS5/28A,
Pusat Perdagangan, Petaling Jaya Selatan,
Petaling Jaya 46250, Malaysia
Tel: +60 3 7772 4600
Email: kenny@invent360.com.my
Website: www.invent360.com.my
Personnel
Marketing Director Kenny Loh

J WALTER THOMPSON SDN BHD

Level 16, WPP Campus, Tower H, Empire City,
No. 8 Jalan PJU 8/1, Damansara Perdana,
Selangor 47820, Malaysia
Tel: +60 3 7669 1500
Fax: +60 3 7669 1408
Email: saurabh.saksena@jw.com
Website: www.jw.com
Personnel
Chief Executive Officer Saurabh Saksena

KANTAR TNS (MALAYSIA)

Suite 16.02, 16.03 & 16.05 (Level 16),
Centrepont North The Boulevard,
Mid Valley City, Lingkaran Syed Putra,
Kuala Lumpur 59200, Malaysia
Tel: +60 3 2787 8888
Email: Mc.Lai@tnsglobal.com
Website: www.tnsglobal.com
Personnel
Managing Director MCLai

K-GIC ADVERTISING SDN BHD

11-2-1, Block A, Jalan 2/125E,
Megan Salak Park, Taman Desa Petaling,
Kuala Lumpur 57100, Malaysia
Tel: +60 3 9059 5577
Fax: +60 3 9059 5119
Email: joe@kgicadvertising.com
Website: www.kgicadvertising.com
Personnel
Managing Director Joe Lee

LEO BURNETT MALAYSIA

Level 5, Menara Olympia, 8 Jalan Raja Chulan,
Kuala Lumpur 50200, Malaysia
Tel: +60 3 2031 0998
Fax: +60 3 2031 0972
Email: kieneng.tan@leoburnett.com.my
Website: www.leoburnett.com.my
Personnel
Chief Executive Officer Tan Kien Eng

LIGHTSPEED MALAYSIA

Suite 60.2, 16.03, 16.05, 16th Floor,
Centrepont North, Mid Valley City, Lingkaran
Syed Putra, Kuala Lumpur 59200, Malaysia
Tel: +60 3 2787 8764
Email: info@lightspeedresearch.com
Website: www.lightspeedresearch.com
Personnel
General Manager, South East Asia and India
..... Siddhartha Dutta

LOOK EAST ADVERTISING DESIGN & COMMUNICATIONS SDN BHD

187, 5th Floor, Jalan Tuanku Abdul Rahman,
Kuala Lumpur 50100, Malaysia
Tel: +60 3 2692 9686; Fax: +60 3 2692 4481
Email: lookeast2882@yahoo.com
Personnel
Managing Director Roger Moo

LUNCH COMMUNICATIONS SDN. BHD.

7th Fl., Bldg. A, Dataran PHB, Saujana Resort, Section U2, 40150 Shah Alam, Selangor, Malaysia
Tel: +603 78599434; Fax: +603 78599435
Website: www.hakuhodo.co.jp/asean

MCCANN WORLDGROUP

B-18-1, The Ascent, Paradigm, No. 1 Jalan SS7/26A, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia
Tel: +603 76669000
Fax: +603 78863643
Email: sean.sim@mccann.com
Website: www.mccann.com

Personnel
Chief Executive Officer Sean Sim

MCCANN

B-18-1, The Ascent, Paradigm, No. 1 Jalan SS7/26A, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia
Tel: +603 76669000
Fax: +603 78863643
Email: gavin.hoh@mccann.com
Personnel
Chief Creative Officer Gavin E. Hoh

CRAFT WORLDWIDE

B-18-1, The Ascent, Paradigm, No. 1 Jalan SS7/26A, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia
Tel: +603 76669000
Fax: +603 78863643
Email: geraldine.yong@mccann.com
Website: www.craftww.com
Personnel
Client Service Director Geraldine Yong

M&C SAATCHI MALAYSIA

Unit 10.2, 10/F, Bangunan Malaysian RE, 17 Lorong Dungun, Damansara Heights, Kuala Lumpur 50490, Malaysia
Tel: +603 20946355; Fax: +603 20939355
Email: lara.hussein@mcsaatchi.com.my
Website: www.mcsaatchi.com
Personnel
CEO/Founding Partner
..... Sharifah Menyalara Hussein

MEDIA BASE ADVERTISING SDN BHD

Unit 21-1, Jalan 17/56, Section 17, Petaling Jaya, Selangor 46400, Malaysia
Tel: +603 79316883
Email: linda@mbsb.com
Personnel
Managing Director Linda Ang

MEGA TREND ADVERTISING SDN BHD

Unit No. A-1503, 15/F, Block A, D'sara Intan, No. 1 Jalan SS20/27, Selangor, Petaling Jaya 47400, Malaysia
Tel: +603 71182276
Fax: +603 71182278
Email: lydialee@megatrendad.com
Website: www.megatrendad.com
Personnel
Account Director Lydia Lee

MULLENLOWE MALAYSIA

Suite 12.01, Level 12 South Wing, Menara OBYU, 4 Jalan PJU8/8A, Bandar Damansara Perdana, Selangor, Petaling Jaya 47820, Malaysia
Tel: +603 78016000; Fax: +603 78016116
Email: adrian.sng@mullenlowe.com
Website: malaysia.mullenlowe.com
Personnel
Managing Director Adrian Sng

NEWS ADVERTISING (M) SDN BHD

303, Block C, 3/F, Kelana Square, 17 Jalan SS7/26, Kelana Jaya, Selangor, Petaling Jaya 47301, Malaysia
Tel: +603 78045122
Fax: +603 78045166
Email: davidoh@newsad.com.my
Website: www.newsad.com.my
Personnel
Managing Director David Oh

OCTAGON CREATIVE SDN BHD

D32, 3/F, Podium Block D, Plaza Pekeliling, Jalan Tun Razak, Kuala Lumpur 50400, Malaysia
Tel: +603 40422210; Fax: +603 40422212
Email: melisa@octagon.com.my
Website: www.octagon.com.my
Personnel
Managing Director Melisa Wong

OGILVY KUALA LUMPUR

Level 11 Menara Milenium, 8 Jalan Damanlela, Bukit Damansara, Kuala Lumpur 50490, Malaysia
Tel: +603 27188888
Fax: +603 27106983
Email: saurabh.saksena@ogilvy.com
Website: www.ogilvy.com
Personnel
Chief Executive Officer Saurabh Saksena

OXYGEN ADVERTISING SDN BHD

12-1 Plaza Damansara, Medan Setia 2, Bukit Damansara, Kuala Lumpur 50490, Malaysia
Tel: +603 20958088
Fax: +603 20958288
Email: johnny@oxygenad.com.my
Personnel
Chief Executive Officer Dato Johnny Mun

PENUMBRA COMMUNICATIONS (M) SDN BHD

Menara Mutiara Bangsar, Suite 8-10-11, No 8 Jalan Liku, Bangsar, Kuala Lumpur 59100, Malaysia
Tel: +603 22849060
Fax: +603 22849020
Email: ella.penumbra@gmail.com
Website: www.penumbra.com.my
Personnel
Managing Director Noor Laila Othman

PEOPLE 'N RICH-H SDN. BHD.

No. 6, 8, 10 & 12, 3F, Plaza Damansara, Medan Setia 2, Bukit Damansara, Kuala Lumpur 50490, Malaysia
Tel: +603 20943399
Fax: +603 20950588
Website: www.peopleenrich.com

PMG INTEGRATED COMMUNICATIONS SDN BHD

17-3, Block A, Jaya One, No. 72A, Jalan Universiti, Selangor, Petaling Jaya 46200, Malaysia
Tel: +603 79608280
Fax: +603 79603775
Email: contact@pmgasia.com
Website: www.pmgasia.com
Personnel
General Manager Ho Shin Mee

PUBLICIS COMMUNICATIONS SDN BHD

Level 12B Menara Olympia, 8 Jalan Raja Chulan, Kuala Lumpur 50200, Malaysia
Tel: +603 20254222
Fax: +603 20254200
Email: robiah.othman@publicis.com.my
Website: publicis.com.my
Personnel
Chief Executive Officer Dean Bramham

SINGNAN COMMUNICATIONS SDN BHD

Unit 810, Block B, Phileo Damansara 2, 15 Jalan 16/11, Selangor, Petaling Jaya 46350, Malaysia
Tel: +603 79577327
Fax: +603 79579630
Email: monica@singnan.com.my
Website: www.singnan.com.my
Personnel
Managing Director Monica Chee

SKETSA SDN BHD

29C, Jalan Pandan 3/3, Pandan Jaya, Kuala Lumpur 55100, Malaysia
Tel: +603 92827708
Fax: +603 92828016
Email: mya2203@gmail.com
Personnel
Managing Director Abdullah Mohd Yunus

SPACEACE STUDIOS

Level 11, Menara KEN, 37, Jalan Burhanuddin Helmi, Taman Tun Dr Ismail, Wilayah Persekutuan, Kuala Lumpur 60000, Malaysia
Tel: +60 17 2235087
Email: tracy@spaceacedesignstudios.com
Website: www.spaceacedesignstudios.com
Personnel
Creative Director Tracy Maltheu

STARVENT SDN BHD

AL 4, Lot 2265, Kampung Baru Sungai Buloh, Sungai Buloh, Selangor 47000, Malaysia
Tel: +603 61507648
Email: paulwu@starvents.com
Website: www.starvents.com
Personnel
Director Paul Wu

STREETHING SDN BHD

12A, Jalan PJU3/49, Sunway Damansara Technology Park, Selangor, Petaling Jaya 47810, Malaysia
Tel: +603 77310277
Fax: +603 77319871
Email: samuel@streething.com
Website: www.streething.com
Personnel
Director Samuel Siew

SUNSETS & SORBETS SDN BHD

A-1-02, Dataran Glomac, Jalan SS6/5A,
Pusat Bandar Kelana Jaya, Selangor,
Petaling Jaya 47301, Malaysia
Tel: +603 78065121
Fax: +603 78063122

Email: william@sunsetsorbits.com

Personnel

Managing Director William Gnaniah

TBWA KUALA LUMPUR

15th Floor, Block B, HP Towers,
12 Jalan Gelenggang, Bukit Damansara,
Kuala Lumpur 50490, Malaysia
Tel: +603 20808200
Fax: +603 20924130
Email: infokl@tbwa.com
Website: www.tbwa.com

Personnel

Chief Executive Officer Yee Hui Tsun

TEABREAK (M) SDN BHD

B-7-19, Ativo Plaza, No. 1, Jalan PJU 9/1,
Damansara Avenue, Bandar Sri Damansara,
Kuala Lumpur 52200, Malaysia
Tel: +603 74993638
Fax: +603 67309722
Email: hew@teabreak.com.my
Website: www.teabreak.com.my

Personnel

Business Group Director KC Hew

TYCH DESIGN ADVERTISING ASSOCIATES SDN BHD

17-1 Wisma Low Siew Eng, Batu 3 1/4,
Jalan Cheras, Kuala Lumpur 56100,
Malaysia
Tel: +603 92855416
Fax: +603 92840189
Email: tonyyap@tychdesign.com
Website: www.tychdesign.com

Personnel

Managing Director Tony Yap

WARISAN ADVERTISING SDN BHD

Suite 13A-12A, Level 14, Wangsa 118,
Jalan Wangsa Delima, Wangsa Maju,
Kuala Lumpur 68000, Malaysia
Tel: +603 41415500
Email: hazrulnizam@warisanad.com
Website: www.warisanad.com

Personnel

Managing Director Dato' Rosle Jaamat

WIZART SDN BHD

Unit 711, Level 7, Block A,
Damansara Intan, 1 Jalan SS20/27,
Selangor, Petaling Jaya 47400, Malaysia
Tel: +603 77103268; Fax: +603 71183301
Email: ren@wizart.com.my
Website: www.wizart.com.my

Personnel

Director Ren EE Chuan

Y&R MALAYSIA

Level 13, WPP Campus (Tower H), Empire
City, 8, Jalan PJU8/1, Damansara Perdana,
Petaling Jaya, Kuala Lumpur 47820, Malaysia
Tel: +603 76690088
Email: lisa.hezila@yrgp.com
Website: www.yr.com

Personnel

Managing Director Lisa Hezila

MYANMAR

ADK MYANMAR CO., LTD

Myanmar Centre Business Suites
1109/1111, 192 Kaba Aye Pagoda Road,
Bahan Township, Yangon, Myanmar
Tel: +95 997 275 0689 / +95 997 275 0679
Website: www.facebook.com/adkmyanmar

Personnel

Managing Director Kenichiro Omori

DIK MYANMAR CO., LTD

Level 9, Unit 09-01, 211 Sule Pagoda Road,
Sule Square, Yangon, Myanmar
Tel: +95 97 8850 1319 / +66 81 812 8523

Personnel

Chairman Ritsuo Fukazawa

GOLDEN MYANMAR ADVERTISING & COMMUNICATION LTD

#10A, United Condo, 255-257 Bo Myat Tun
Street, Botahtaung Township,
Yangon 11161, Myanmar
Tel: +95 19010505
Fax: +95 19010507
Email: ypp@goldenmyanmar.com.mm
Website: www.goldenmyanmar.com.mm

Personnel

Business Development Manager Yan Pyay Phyo

HAVAS RIVERORCHID MYANMAR

Unit 706-707, Hledan Center,
Corner of Pyay Road and Hledan Road,
Kamayut Township, Yangon, Myanmar
Tel: +95 12305636
Email: santiphong.p@havas-ro.com
Website: havas-ro.com

Personnel

CEO & Founder Partner Santiphong Pimolsaengsuriya

KANTAR TNS (MYANMAR)

31-B South Racecourse Road,
Tarmwe Township, Yangon, Myanmar
Tel: +95 1401560
Email: jason.copland@kantartns.com
Website: www.tnsglobal.com

Personnel

General Contact Jason Copland

MANGO MARKETING SERVICES CO LTD

51C, Golden Valley Street,
Golden Valley Ward 2,
Bahan Township, Yangon, Myanmar
Tel: +95 1523338
Fax: +95 1523338
Email: lynn@mmsmyanmar.com
Website: www.mangomyanmargroup.com

Personnel

Managing Director Lynn Lynn Tin Htun

MCI (MYANMAR CREATIVE IDEA)

35/2 Pynmamyang Road,
Thuwana VIP1, Yangon, Myanmar
Tel: +95 9448006007
Email: ahkar@mycidea.com
Website: www.mci.com.mm

Personnel

Chief Executive Officer Ahkar Myo Kyaw

METRO BRANDING & ADVERTISING

Level 4, 63 Ma Kyi Kyi Street, San Chaung,
Yangon 11111, Myanmar
Tel: +95 95017094

Email: minn@metro.com.mm

Website: metro.com.mm

Personnel

Account Director Minn Seth Paing

MULTIVERSE ADVERTISING

Classic Strand Condo, Unit 7A,
693/701 Merchant Street, Pabedan,
Yangon, Myanmar
Tel: +95 9966886230
Email: hello@mv-asia.com
Website: multiverseadvertising.com

Personnel

Managing Director Linda Lim

PHIBIOUS MYANMAR

#5-D, No. 99 Condo, Dhammazedi Road,
Kamayut Township, Yangon, Myanmar
Tel: +95 9727231853
Fax: +95 1537547
Email: jimmy.lim@phibious.com
Website: www.phibious.com

Personnel

Regional CEO Jimmy Lim

SAIL MARKETING & COMMUNICATIONS

4&6/F Danathia Center, 790 Bogyoke Road,
Lanmadaw, Yangon, Myanmar
Tel: +95 12301195
Fax: +95 1211870
Email: admin@advertising-myanmar.com
Website: www.advertising-myanmar.com

Personnel

President Dr Anna Khin Khin Kyawt

SQUARE COMMUNICATIONS MYANMAR

9 Yaw Min Gyi Street, Royal Towers,
C8 Building, Floor 2, Dagon Township,
Yangon, Myanmar
Email: trang.nguyen@squaremyanmar.com
Website: squaregroup.com.vn

Personnel

Chief Executive Officer Trang Nguyen

TODAY OGILVY

No. 21 Aung Myay Tharsi Street, Sinyaytwin,
Insein Road, Kamayut, Yangon, Myanmar
Tel: +95 1513643
Email: michael.lim@todayogilvy.com
Website: www.ogilvy.com

Personnel

Chairman Michael Lim

NEW ZEALAND

DBC SERVICES

Level 11, 175 Victoria Street,
Wellington 6011, New Zealand
Tel: +64 44716320
Fax: +64 44716321
Email: scott@dbc.co.nz
Website: www.dbc.co.nz

Personnel

Managing Director Scott Fuller

DDB NEW ZEALAND

Level 6, 80 Greys Avenue,
Auckland PO Box 2188, Auckland
Tel: +64 21 959435; Fax: +64 9 377 9969
Email: justin.mowday@nz.ddb.com
Website: www.ddb.co.nz

Personnel

Chief Executive Officer Justin Mowday

INTERBRAND NEW ZEALAND

Level 6, 80 Greys Avenue, Auckland
PO Box 91193, Auckland
Tel: +64 9 354 1380
Email: andrew.barron@interbrand.co.nz
Website: http://interbrand.com

Personnel

Managing Director Andrew Barron

MANGO COMMUNICATIONS NEW ZEALAND

Level 6, 80 Greys Avenue, Auckland
PO Box 2188, Auckland
Tel: +64 9 306 1809
Email: claudiam@thisismango.co.nz
Website: www.thisismango.co.nz

Personnel

Managing Director Claudia Macdonald

TRACK NEW ZEALAND

Level 6, 80 Greys Avenue,
Auckland PO Box 2188, Auckland
Tel: +64 9 306 1804
Email: robert.limb@tracknz.com
Website: www.track-nz.com

Personnel

CEO, TRACK Australia/New Zealand
..... Robert Limb

DOW DESIGN

7 Abbey Street, Newton, Auckland 1010,
New Zealand
Tel: +64 9 303 9801
Email: annie@dowdesign.co.nz
Website: www.dowdesign.co.nz

Personnel

Managing Director Annie Dow

FCB AUCKLAND

57 Wellington Street, Freemans Bay,
Auckland 1011, New Zealand
Tel: +64 9 356 6222; Fax: +64 9 356 6235
Email: info_nz@fcb.com
Website: www.fcb.com

Personnel

Chief Executive Officer Bryan Crawford

J. WALTER THOMPSON NEW ZEALAND

Suites 2.1, Level 2, Imperial Building, 44
Queen's Road, Auckland 1141, New Zealand
Tel: +64 9 379 9625
Email: simon.lendrum@jwtt.com
Website: www.jwtt.com

Personnel

Managing Director Simon Lendrum

KANTAR TNS (NEW ZEALAND)

Level 1, 46 Sale Street, Auckland 1010,
New Zealand
Tel: +64 9 524 3999
Email: Emma.Eichbaum@tnsglobal.com
Website: www.tnsglobal.com

Personnel

Executive Director Emma Eichbaum

MKTG AUCKLAND

68 Sale Street,
Auckland 1010,
New Zealand
Tel: +64 9 309 1701
Email: fleur.skinner@mtkg.com
Website: www.mktg.com

Personnel

Managing Director Fleur Skinner

OGILVY AUCKLAND

22 Stanley Street,
Parnell, Auckland,
New Zealand
Tel: +64 9 358 5752
Email: greg.partition@ogilvy.co.nz
Website: www.ogilvy.co.nz

Personnel

Managing Director Greg Partington

OGILVY WELLINGTON

Mezzanine, 330 Lambton Quay,
Wellington Central, Wellington,
New Zealand
Tel: +64 4 801 7972
Email: greg.partition@ogilvy.co.nz
Website: www.ogilvy.co.nz

Personnel

Managing Director Greg Partington

SAATCHI & SAATCHI NEW ZEALAND

Level 3, 123-125 The Strand,
Parnell, Auckland 1010,
New Zealand
Tel: +64 9 355 5000
Fax: +64 9 379 6149
Email: reception@saatchi.co.nz
Website: www.saatchi.co.nz

Personnel

Chief Executive Officer Paul Wilson

TBWA NEW ZEALAND

11 Mayoral Drive, Auckland,
New Zealand
Tel: +64 9 366 6266
Email: jean.arlove@tbwa.com
Website: www.tbwa.co.nz

Personnel

Managing Director Catherine Harris
Chief Operating Officer Jean Arlove

Y&R AUCKLAND

Shed 4, Cityworks Depot,
90 Wellesley Street West,
Auckland 1010,
New Zealand
Tel: +64 9 308 5444
Email: jono.key@yr.com
Website: www.yranz.com

Personnel

Managing Director NZ Jono Key

Y&R WELLINGTON

Level 5, Hope Gibbons Building,
7-11 Dixon Street,
Wellington 6140,
New Zealand
Tel: +64 4 801 1080
Email: jono.key@yr.com
Website: www.yranz.com

Personnel

Managing Director NZ Jono Key

PAKISTAN

IAL SAATCHI & SAATCHI

72-C, 13th Commercial Street,
Phase II Extension, Defence Housing
Authority, Karachi 75500, Pakistan
Tel: +92 21 3531 2231
Fax: +92 21 3589 7706
Email: ruby.h@ialsaatchi.com
Website: www.ialsaatchi.com

Personnel

Managing Director Ruby Haider

J. WALTER THOMPSON / GREY

Karachi & Islamabad
4F Executive Tower, Dolmen City, Marine Drive,
Block 4 Clifton, Karachi, 75600, Pakistan
Tel: +92 21 3529 76416
Email: sara.koraishy@jwtt.com

Personnel

General Manager Sara Koraishy

MANHATTAN INTERNATIONAL (PVT.) LTD.

House no. 50, Old Clifton Road,
Opposite Mohatta Palace, Clifton,
Karachi 75600, Pakistan
Tel: +92 21 3536 4980-84
Fax: +92 21 3536 4978
Email: dara@manhattan.com.pk

Personnel

Chief Executive Officer Dara Bashir Khan

MULLENLOWE RAUF GROUP

Lowe & Rauf (Pvt) Ltd, R-Centre,
159 Bangalore Town, Shahrah-e-Faisal,
Karachi 75350, Pakistan
Tel: +92 21 3453 9901-8
Fax: +92 21 3453 9909
Email: khalid.rauf@mullenloweraufgroup.com
Website: www.mullenlowerauf.com

Personnel

Chairman & CEO Khalid Rauf

OGILVY KARACHI

94 Jinnah Cooperative House Society, Block
7/8 Tipu Sultan Road, Karachi, Pakistan
Tel: +92 21 3438 9054
Fax: +92 21 3438 9051
Email: asim.naqvi@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer Asim Naqvi

OGILVY LAHORE

65-B Main Boulevard, Gulberg,
Lahore, Pakistan
Tel: +92 42 3575 3901-7
Fax: +92 42 3575 4952
Email: asim.naqvi@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer Asim Naqvi

ORIENTm McCANN

Orient House, 194-ASMCHS,
Karachi 74400, Pakistan
Tel: +92 21 111 66 66 22
Fax: +92 21 3432 8839
Email: masood.hashmi@orientm-mccann.pk

Personnel

President Masood Hashmi

ORIENTEDGE UM

1st Floor, Orient House, 194-ASMCHS,
Karachi 74400, Pakistan
Tel: +9221 111 66 66 22
Fax: +9221 3432 8839
Email: masood.hashmi@orientm-mccann.pk
mansoor@orientedgeum.com

Personnel

President Masood Hashmi
Head of Media Mansoor Karim

ORIENT PUBLIC RELATIONS

2nd Floor, Orient House, 194-A, SMCHS,
Karachi 74400, Pakistan
Tel: +9221 111 66 66 22
Fax: +9221 3432 8839
Email: masood.hashmi@orientm-mccann.pk

Personnel

President Masood Hashmi

SPECTRUM Y&R

5-C, 21st Commercial Street,
Phase II (Extension), D.H.A.,
Karachi 75500, Pakistan
Tel: +9221 3588 3992
Fax: +9221 3588 2197
Email: info@spectrumy.com
Website: www.spectrumy.com

Personnel

Chairman & CEO Shahnoor Ahmed

TIME & SPACE MEDIA (PVT) LTD

164 P Gulberg III, Lahore, Pakistan
Tel: +92321 847 8342
Fax: +92423591 8097
Email: info@timespacemedia.com
Website: www.timespacemedia.com

Personnel

Chief Executive Officer Maqbool Ahmed Mirza

PHILIPPINES

ACE SAATCHI & SAATCHI

Saatchi House, 2296 Don Chino Roces
Avenue, Pasong Tamo Extension,
Kayamanan C, Makati City,
Philippines
Tel: +63 2 857 4900
Fax: +63 2 814 2100
Email: mio_chongson@acesaatchi.com.ph
Website: www.acesaatchi.com.ph

Personnel

President & COO Mio Chongson

ACTIVASIA INC

291 St. Joseph Street Oranbo Drive, Pasig City,
Metro Manila 1600, Philippines
Tel: +63 2 634 3162
Email: mannydeluna@activasiainc.com
Website: www.activasiainc.com

Personnel

President & CEO Manny de Luna

ADROW CREATIVES

21 F Strata 100, Emerald Ave, Ortigas
Business, Pasig City, Philippines
Tel: +63 2 696 1495
Email: markmontehermoso@gmail.com
Website: www.adrowcreatives.com

Personnel

Accounts Lead Mark Montehermoso

ADRUSH CREATIVE MEDIA

291 Mendoza Street, San Roque,
Marikina City, Quezon City,
Philippines
Tel: +63 2 964 9432
Email: connect@adrushph.com
Website: www.adrushph.com

Personnel

Chief Executive Officer Gilbert Lazaro

ADSPIN ADVERTISING

UPRC III Building, 2289 Chino Roces,
Avenue Extension,
Barangay Magallanes,
Makati City, 1231 Philippines
Tel: +63 2 869 2868
Email: info@adspin.com.ph
Website: www.adspin.com.ph

Personnel

Chief Executive Officer Vincent Tanjutcot

ALCHEMY ADVERTISING

Unit 204 FSS Building-II,
No. 18 Sct Tuason cor Sct Castor Sts.,
Brgy. Laging Handa, Quezon City 1103,
Philippines
Tel: +63 2 415 7038
Email: fely.alchemiad@gmail.com
Website: www.advertisingagencyph.com

Personnel

Managing Director Fely Reyes

ALL QUINCE ASSOCIATES

8 Surigao St West Ave,
No. 2 South AAST. Brgy Paligsahan QC,
Metro Manila 1121, Philippines
Tel: +63 2 332 1944
Fax: +63 2 374 7055
Email: AQAdvertising@gmail.com
Website: www.allquince.com.ph

Personnel

Operations Manager Rowena Laico

AMPLIFY INC.

15A STRATA 100 Emerald Avenue,
Ortigas Center, Pasig City,
Philippines
Tel: +63 2 997 2692
Email: jossier@ampup.com.ph
Website: www.ampup.com.ph

Personnel

Chief Creative Officer
..... Jossier Alex Quilendrin

AQADVERTISING, INC.

No. 8 Surigao Street West Avenue,
No. 2 South AAST. Brgy Paligsahan QC,
Quezon City 1121, Philippines
Tel: +63 2 371 5710
Fax: +63 2 374 7055
Email: aqadvertising@gmail.com

Personnel

Managing Director Faye Marie

ARC WORLDWIDE PHILS CO INC

24/ F Tower 2, The Enterprise Center,
6766 Ayala Ave cor Paseo De Roxas,
Makati City 1200, Philippines
Tel: +63 2 662 3000
Fax: +63 2 888 8415
Email: raymond.arrastia@ph.leoburnett.com
Website: www.leoburnett.ph

Personnel

Managing Director Raymond Arrastia

AVELLANA & ASSOCIATES

2105 The Orient Square Building,
Emerald Avenue, Ortigas Center,
Pasig City 1600, Philippines
Tel: +63 2 636 5802
Email: info@avellana.com.ph
Website: www.avellana.com.ph

Personnel

Chief Executive Officer Joey Avellana

BATES CHI&PARTNERS PHILIPPINES

21st Floor, Picadilly Star, 4th Avenue Corner
27th Street, Bonifacio Global City,
Taguig City 1634, Philippines
Tel: +63 2 238 7141; Fax: +63 2 659 7958
Email: leah.magdaluyo@bateschi.com
Website: www.bateschi.com

Personnel

Managing Director Leah Magdaluyo

BBDO GUERRERO

17th Floor, Frabelle Business Center,
111 Rada Street, Legaspi Village,
Makati City 1229, Philippines
Tel: +63 2 892 0701; Fax: +63 2 892 7501
Email: francine.kahn-gonzalez@
bbdoguerrero.com
Website: www.bbdoguerrero.com

Personnel

Managing Director .. Francine Kahn-Gonzalez

BLACKPENCIL MANILA

25/F Tower 2, The Enterprise Center,
6766 Ayala Ave cor Paseo De Roxas,
Makati City 1200, Philippines
Tel: +63 2 889 7261; Fax: +63 2 882 2362
Email: sueann.nolido@blackpencil.com.ph

Personnel

VP - Accounts Management Director
..... Sue Ann Malig-Nolido

BLUETHUMB BRAND DESIGN AGENCY

Unit 1507, Atlanta Centre, Annapolis Street,
Greenhills, San Juan City, Philippines
Tel: +63 2 722 8232; Fax: +63 2 726 7532
Email: inquiry@bluethumbcreatives.com
Website: www.bluethumbcreatives.com

Personnel

Creative Brandstormer and CEO Cherry S. Kho

BRAND IDEAS, INC.

Unit 314 Cristina Condominium,
V.A. Rufino corner Legazpi Streets,
Legaspi Village, Makati City 1229, Philippines
Tel: +63 2 893 0703
Fax: +63 2 892 5587
Email: bobby@brandideas.com.ph
Website: www.brandideas.com.ph

Personnel

Managing Director Bobby del Rosario

CAMPAIGNS & GREY PHILIPPINES

2723 Sabio Street, Chino Roces Avenue,
Makati City 1231, Philippines
Tel: +63 2 884 7300
Fax: +63 2 816 3918
Email: john.lucas@grey.com
Website: www.grey.com/philippines

Personnel

Chief Executive Officer John Lucas

CAMPAIGNS & GREY PUBLIC RELATIONS

2723 Sabio Street, Chino Roces Avenue,
Makati City 1231, Philippines
Tel: +632 8847300
Fax: +632 8163918
Email: john.lucas@grey.com
Website: www.grey.com/philippines
Personnel
Chief Executive Officer..... John Lucas

GREY FOR GOOD (FORMERLY CAMPAIGNS SOCIAL RESPONSE)

2726 Sabio Street, Chino Roces Avenue,
Makati City 1231, Philippines
Tel: +632 8847300
Fax: +632 8163918
Email: john.lucas@grey.com
Website: www.grey.com/philippines
Personnel
Chief Executive Officer..... John Lucas

CAMPAIGNS & GREY DESIGN LAB

2727 Sabio Street, Chino Roces Avenue,
Makati City 1231, Philippines
Tel: +632 8847300; Fax: +632 8163918
Email: john.lucas@grey.com
Website: www.grey.com/philippines
Personnel
Chief Executive Officer..... John Lucas

CHEIL PHILIPPINES

10/F Science Hub Tower 4, McKinley Hill Cyber
Park, Campus Ave., Fort Bonifacio,
Metro Manila, Taguig City 1634, Philippines
Tel: +632 8669301
Email: taylor.jang@samsung.com
Website: www.cheil.com
Personnel
President Taylor Jang

CONCEPTS 360 INTEGRATED MARKETING INC

4/F JERR Building, 511 Alonso Street, Malate,
Manila 1004, Philippines
Tel: +632 3535524; Fax: +632 5215742
Email: zsa.salazar@concepts360im.com
Website: www.concepts360im.com
Personnel
Managing Partner Zsa Salazar

DDB GROUP PHILIPPINES & TRIBAL WORLDWIDE PHILIPPINES

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8569338; Fax: +632 8569337
Email: ggchua@ddbgroup.com.ph
Website: www.ddb.com.ph
Personnel
Group Chairman & CEO Gil G. Chua

DDB PHILIPPINES

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8569354; Fax: +632 8569349
Email: elaine.depadua@ddbphil.com
Website: www.ddb.com.ph
Personnel
Managing Director Elaine de Padua

TRIBAL WORLDWIDE PHILIPPINES

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8567888; Fax: +632 8569349
Email: diane.chua@tribalworldwide.com
Website: www.tribalworldwide.com
Personnel
Managing Director Diane Chua

DDB MNL

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8567888; Fax: +632 8569349
Email: vvhenson@ddbmn.com.ph
Website: www.ddb.com.ph
Personnel
Managing Director Vina Henson

RIPPLES

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8567888; Fax: +632 8569349
Email: rtvito@ripples8.com.ph
Website: www.ddb.com.ph
Personnel
Managing Director Robert Vito

B&B

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8567888; Fax: +632 8569349
Email: lgreyes@bentnbuzz.com
Website: www.ddb.com.ph
Personnel
Executive Director of Possibilities
..... Lilit Reyes

AGILE INTELLIGENCE

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8567888; Fax: +632 8569349
Email: Chewy@agileintelligence.ph
Website: www.agileintelligence.ph
Personnel
Managing Director Chewy Chua

TOUCH XDA

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8567888
Fax: +632 8569349
Email: Liam.capati@touchxda.com
Website: www.ddb.com.ph
Personnel
Managing Director Liam Capati

OPTIMAX

16F Two World Square, #22 Upper McKinley
Road, McKinley Hill, Fort Bonifacio,
Taguig City, Philippines 1634
Tel: +632 8567888
Fax: +632 8569349
Email: Ela.Chua@optimax.com.ph
Website: www.ddb.com.ph
Personnel
Managing Director Ela Chua

DENTSU AEGIS NETWORK PHILIPPINES

8/F, United Life Building, 837 A. Arnaiz
Avenue, Legaspi Village, Makati City 1229,
Philippines
Tel: +632 6527800
Email: donald.lim@dentsuaegis.com
Website:
www.dentsuaegisnetwork.com/asiapacific
Personnel
Country Chief Executive Officer..... Donald Lim

EVENTS@WORK

Unit 305 Metropolitan Terraces
Condominium, Sacred Heart Street, corner
Kamagong Ave., San Antonio Village,
Makati City, Manila 1203, Philippines
Tel: +632 8977088; Fax: +632 8995264
Email: rose@eventwork.com.ph
Website: www.eventsatwork.com
Personnel
Senior Project Manager..... Rose Martinez

FCB MANILA INC

1009 Metropol Bldg., Metropolitan Avenue,
Brig. Sta. Cruz, Makati City, Manila 1200,
Philippines
Tel: +632 8120471
Email: jake.tesoro@fcbmanila.com
Website: www.fcbmanila.com
Personnel
Chief Creative Officer..... Jake Tesoro

GUERRILLA ADVERTISING DESIGN

2/FYMC Building, 2320 Pasong Tamo
Extension, Makati City, Philippines
Tel: +632 9541151
Email: julien@guerrillaadph.com
Website: www.guerrillaad.com
Personnel
Chief Executive Officer..... Julien Tan

HANA CREATIVE COMMUNICATIONS TEAM INC

Xavierville Ave. Loyola Heights (near Ateneo),
Quezon City, Philippines
Tel: +632 2168982
Email: carm.marajas@hanacreative.com
Website: www.hanacreative.com
Personnel
VP & Operations Manager
..... Carm Marajas-Aliwalas

HAVAS LIFE MANILA

Penthouse, Executive Building,
369 Sen. Gil Puyat Ave., Makati City,
Philippines
Tel: +632 8944866
Email: jos.ortega@havasortega.com
Website: www.havasortega.com
Personnel
Chairman & CEO Joselito B. Ortega

HAVAS ORTEGA

Penthouse, Executive Bldg.,
369 Sen. Gil Puyat Ave., Makati City,
Philippines
Tel: +632 9814000
Email: jos.ortega@havasortega.com
Website: www.havasortega.com
Personnel
Chairman & CEO Jos Ortega

IDEASXMACHINA ADVERTISING, INC. (IXM)

G/F Frankfort Building,
146 Pasig Blvd., Bagong Ilog,
Pasay City, Philippines
Tel: +63 2 470 9885
Fax: +63 2 955 6097
Website: ideasmachina.com

INDEPENDENT GRAPHIC OUTFIT DESIGN (INDIEGOD)

15 Road 13 Bgy. Pag-asa, Quezon City,
Philippines
Tel: +63 917 550 7045
Email: alex@indiegod.net
Website: www.indiegod.net
Personnel
Creative & Operations Director
..... Alexander John A. Castroll

J. ROMERO & ASSOCIATES

Penthouse 3, Green Sun Building,
2285 Don Chino Rocas, Ave. Ext.,
Magallanes, Makati City 1232, Philippines
Tel: +63 2 518 2057
Email: inquiries@jromero.com.ph
Website: www.jromero.com.ph
Personnel
Chairman & President Andre S. Kahn

J. WALTER THOMPSON MANILA

7/F, Equitable Bank Tower,
8751 Paseo De Roxas, Salcedo Village,
Makati City 1227,
Philippines
Tel: +63 2 864 8700
Fax: +63 2 884 8563
Email: dave.ferrer@jwtk.com
Website: www.jwtk.com
Personnel
Executive Creative Director Dave Ferrer

KANTAR TNS (PHILIPPINES)

8/F Sun Plaza Building,
1507 Shaw Blvd. cor. Princeton St.,
Mandaluyong City 1550,
Philippines
Tel: +63 2 441 7800
Email: gary.deocampo@kantar.com
Website: www.tnsglobal.com
Personnel
Managing Director Gary de Ocampo

LEO BURNETT MANILA

24/F Tower 2, The Enterprise Center,
6766 Ayala Ave cor Paseo De Roxas,
Makati City 1226, Philippines
Tel: +63 2 884 8001
Fax: +63 2 884 8036
Email: raymond.arrastia@ph.leoburnett.com
Website: www.leoburnett.ph
Personnel
Managing Director Raymond Arrastia

MCCANN WORLDGROUP

5/F, Active Fun Building, 9th Avenue Corner,
28th Street, City Center, Bonifacio Global City,
Taguig 1634 Philippines
Tel: +63 2 548 6200
Fax: +63 2 548 6394
Email: raulm.castro@mccannwg.com
Personnel
Chairman & CEO Raul M. Castro

MCCANN

5/F, Active Fun Building, 9th Avenue Corner,
28th Street, City Center, Bonifacio Global City,
Taguig 1634 Philippines
Tel: +63 2 548 6200; Fax: +63 2 548 6394
Email: mon.garcia@mccann.com
gerald.gonzalez@mccann.com
Personnel
Managing Partners
..... Ramon Garcia/Gerald Gonzalez

MRM//MCCANN

5/F, Active Fun Building, 9th Avenue Corner,
28th Street, City Center, Bonifacio Global City,
Taguig 1634 Philippines
Tel: +63 2 548 6200; Fax: +63 2 548 6394
Email: manny.fernando@mrmmccann.com
Website: www.mrm-mccann.com
Personnel
Managing Director & Chief Experience Officer
..... Manny S. Fernando

MCCANN HEALTH

5/F, Active Fun Building, 9th Avenue Corner,
28th Street, City Center, Bonifacio Global City,
Taguig 1634 Philippines
Tel: +63 2 548 6200; Fax: +63 2 548 6394
Email: laura.delrosario-dorotheo@mccann.com
Website: www.mccannhealth.com
Personnel
AVP/Associate Managing Partner
..... Laura del Rosario

CRAFT WORLDWIDE

5/F, Active Fun Building, 9th Avenue Corner,
28th Street, City Center, Bonifacio Global City,
Taguig 1634 Philippines
Tel: +63 2 548 6200; Fax: +63 2 548 6394
Email: rose.natanauan-gonzales@craftww.com
Website: www.craftww.com
Personnel
General Manager Rose Natanauan-Gonzales

MULLENLOWE OPEN PHILIPPINES

15th Floor, Rufino Pacific Tower, 6784 Ayala
Avenue, Makati City 1226, Philippines
Tel: +63 2 811 1111; Fax: +63 2 811 0130
Email: alan.fontanilla@mullenloweopen.com
Website: mullenloweopen.com
Personnel
Managing Director Alan Fontanilla

MULLENLOWE PHILIPPINES

15th & 16th Floors, Rufino Pacific Tower,
6784 Ayala Avenue, Makati City 1226,
Philippines
Tel: +63 2 811 1111; Fax: +63 2 811 0130
Email: leigh.reyes@mullenlowe.com
Website: philippines.mullenlowe.com
Personnel
President & CCO Leigh Reyes

OGLIVY MANILA

24th-25th Floor, Picadilly Star Building, 4th
Avenue corner 27th Street, Fort Bonifacio
Global City, Metro Manila, Taguig City 1634,
Philippines
Tel: +63 2 238 7000; Fax: +63 2 403 8531
Email: elly.puyat@ogilvy.com
Website: www.ogilvy.com
Personnel
Chief Executive Officer Elly Puyat

PC&V COMMUNICATIONS, INC.

G/F Legaspi Suites, 178 Salcedo Street,
Legaspi Village, Makati City 1229, Philippines
Tel: +63 2 752 5004; Fax: +63 2 813 2575
Email: acomia@pcv.com.ph
Website: www.pcv.com.ph
Personnel
President & CEO Juan Ariel Comia

PMG INTEGRATED COMMUNICATIONS PHILIPPINES INC.

3/F Mirax Building, 2270 Chino Rocas Ext
Barangay Magallanes, Makati City,
Manila 1231, Philippines
Tel: +63 2 809 2949; Fax: +63 3 7960 3775
Email: contact@pmgasia.com
Website: www.pmgasia.com
Personnel
General Manager Agnes G. Magallanes

PUBLICIS JIMENEZBASIC ADVERTISING, INC.

14/F Solaris One Building, 130 De La Rosa
Street, Legaspi Village, Makati City,
Metro Manila 1229, Philippines
Tel: +63 2 856 0729
Email: bebot.ngo@publicisjimenezbasic.com.ph
Website: www.publicisjimenezbasic.com
Personnel
Chief Executive Officer Bebot Ngo

PUBLICIS MANILA, INC

9/F Tower 2 The Enterprise Center,
6766 Ayala Avenue corner Paseo de Roxas,
Legaspi Village, Makati City 1229, Philippines
Tel: +63 2 812 5466; Fax: +63 2 810 5784
Email:
milagros.almendrala@publicis-manila.com
Website: www.publicis.com
Personnel
Finance Director Miles Almendrala

SIXTH SENSE INTEGRATED MARKETING SOLUTIONS

Unit E CNE Building, 574 Shaw Boulevard,
Mandaluyong City 1552, Philippines
Tel: +63 2 451 2177
Email: alec@sixthsenseims.com
Website: www.sixthsenseims.com
Personnel
Managing Director Alec Pang

THE SYSTEMBRAND GROUP

10/F Citibank Centre, 8741 Paseo de Roxas,
Makati City 1226, Philippines
Tel: +63 2 813 8841; Fax: +63 2 813 2174
Email: info@systembrand.com
Website: www.systembrand.com
Personnel
President Angel Bunag

TBWA \SANTIAGO MANGADA PUNO

1195 Chino Rocas Avenue,
Corner Yakal Street, San Antonio Village,
Makati City 1203, Philippines
Tel: +63 2 508 7809; Fax: +63 2 813 0137
Email: disruption@tbwa-smp.com
Website: www.tbwa-smp.com
Personnel
Chief Creative Officer Melvin Mangada
Managing Partner Jimmy Santiago

TEAMASIA / HAMLIN-ITURRALDE CORP

18/F Aeon Centre, Northgate Cyberzon,
Filinvest Corporate City, Alabang 1781
Muntinlupa City, Metro Manila, Philippines
Tel: +63 2847 3500; Fax: +63 2847 3510
Email: info@teamasia.com
Website: www.teamasia.com

Personnel

Managing Director Beatriz Lim

VISIONCRAFT ADVERTISING

20 Lansbergh Place Condominium, T. Morato
Ave cor Scout Castor Street, Sacred Heart,
Metro Manila, Quezon City, Philippines
Tel: +63 2351 8213

Email: info@visioncraftph.com

Website: www.visioncraftph.com

Personnel

Managing Director Mike Castellon

WIDESCOPE ADVERTISING AGENCY

Suite 1802, 18th Floor Jollibee Plaza Building,
F. Ortigas Jr. Road, Ortigas Center,
Pasig City 1605, Philippines
Tel: +63 2634 7248; Fax: +63 2635 4910
Email: vic_wimc@yahoo.com
Website: www.widescope.com.ph

Personnel

Managing Director Vic de Vera

Y&R PHILIPPINES, INC.

9/F Marajo Tower, 312 26th Street corner 4th
Avenue, Bonifacio Global City, Taguig City,
Manila 1634, Philippines
Tel: +63 2403 1800; Fax: +63 2403 1564
Email: Ags.Chuapoco@yr.com

Website: www.yr.com

Personnel

General Manager .. Agnes Almasan-Chuapoco

SINGAPORE

133 LUX SINGAPORE

16 Collyer Quay, #03-00 Income at Raffles,
Singapore 049318
Tel: +65 6206 6400

Email: joanne.theseira@publicis.com.sg

Website: www.publicis133.com

Personnel

Managing Director Joanne Theseira

ACE DAYTONS ADVERTISING (INTERNATIONAL) PTE LTD

2 Leng Kee Road, #04-04 Thye Hong Centre,
Singapore 159086

Tel: +65 6475 9377; Fax: +65 6472 5440

Email: towkay@adplanet.com.sg

Website: www.adplanet.com

Personnel

Chairman Adrian Tan

THE ACTIVATION GROUP

2 Alexandra Road, #04-01 Delta House,
Singapore 159919

Tel: +65 6536 3283

Email: steven@theactivationgroup.com.sg

Website: www.theactivationgroup.com.sg

Personnel

Sales & Marketing Director Steven Hoe

ACTIVISTE PTE LTD

46 Kim Yam Road, #05-03 The Herencia,
Singapore 239351

Tel: +65 6384 5401

Email: kim@activistebrands.com

Website: www.activistebrands.com

Personnel

Chief Executive Officer Kim Faulkner

ADMAKERS ADVERTISING PTE LTD

809 French Road, #07-150,
Singapore 200809

Tel: +65 6298 5827; Fax: +65 6396 6125

Email: mukandlal@admakers.biz

Website: www.admakers.biz

Personnel

Managing Director Mukand Lal

AIMIA

1 Harbourfront Place, #18-04/06,
Harbourfront Tower One, Singapore 098633

Tel: +65 6220 0005; Fax: +65 6220 0006

Email: kevin.kan@aimia.com

Website: www.aimia.com

Personnel

Managing Director Kevin Kan

AIRTITUDE EVENT + DESIGN PTE LTD

803 King George's Avenue, #02-160,
Singapore 200803

Tel: +65 9027 1439

Email: benjamin@airtitude.com.sg

Website: www.airtitude.com.sg

Personnel

Director, Event Management ... Benjamin Teh

AMBROSIA COMMUNICATIONS PTE LTD

30B Seah Street, Singapore 188386

Tel: +65 6337 3370

Email: darrell@ambrosia.com.sg

Website: www.ambrosia.com.sg

Personnel

Managing Director Darrell Lee

ANTICS@PLAY

66 Horne Road, #02-01,
Singapore 209073

Tel: +65 6438 7592

Email: winnie@anticsatplay.com

Website: www.anticsatplay.com

Personnel

Managing Director Winnie Pua

ARC WORLDWIDE SINGAPORE

16 Collyer Quay, Income at Raffles, #03-00,
Singapore 049318

Tel: +65 6718 0888

Email: ruhani.mansor@sg.leoburnett.com

Website: www.arcworld.com

Personnel

General Manager Serene Koh

ASATSU-DK SINGAPORE PTE LTD

1 Liang Seah Street, #02-02,
Singapore 189022

Tel: +65 6333 5115

Fax: +65 6333 5225

Website: www.adk.com.sg

Personnel

Chief Executive Officer Masaru Inoue

ATOMZ !! PTE LTD

50 Ubi Avenue 3, #04-05/06 Frontier,
Singapore 408866

Tel: +65 6297 2381; Fax: +65 6491 6537

Email: lily@carbon.com.sg

Website: www.atomz.com.sg

Personnel

Agency Director Lily Chia

AUGHT PTE LTD

323A Beach Road, Singapore 199558

Tel: +65 6341 7990; Fax: +65 6341 7995

Email: ask@aught.co

Website: www.aught.co

Personnel

Founder Tomaz Goh

BAMBOO MARKETING SINGAPORE PTE LTD

7 Temasek Boulevard, #12-07 Suntec Tower
One, Singapore 038987

Tel: +65 8311 3599

Email: dave@bamboomarketing.com.sg

Website: www.bamboomarketing.com.sg

Personnel

Regional Managing Director David West

BARTLE BOGLE HEGARTY ASIA PACIFIC

5 Magazine Road, #03-03 Central Mall,
Singapore 059571

Tel: +65 6500 3000

Email: yanyl.chee@bartleboglehgart.com

Website: www.bartleboglehgart.com

Personnel

General Manager Chee, Yan Yi

BATES CHI&PARTNERS SINGAPORE

71 Robinson Road, #07-01, Singapore 068895

Tel: +65 6395 3100

Email: brenda.han@bateschi.com

Website: www.bateschi.com

Personnel

Managing Director Brenda Han

BBDO SINGAPORE

30 Merchant Road, Unit 03-12 Riverside
Point, Singapore 058282

Tel: +65 6533 2200; Fax: +65 6510 6991

Email: richard.fraser@bbdoasia.com

Website: www.bbdoasia.com

Personnel

CEO, Singapore Richard Fraser

BCI ASIA CONSTRUCTION INFORMATION PTE LTD

300 Beach Road, #34-01 The Concourse,
Singapore 199555

Tel: +65 6538 6836; Fax: +65 6538 6896

Email: n.sulina@bciasia.com

Website: www.bciasia.com

Personnel

Manager Nana Sulina

BIG 3 PRODUCTIONS

General Magnetics Building, 625 Lorong Toa
Payoh, #05-01, Singapore 319519

Tel: +65 6273 7093

Email: cheryl@big3.sg

Website: www.big3.sg

Personnel

Senior Account Executive Cheryl Yun

THE BONSEY DESIGN PTE LTD

19 Carpenter Street, Level 2,
Singapore 059908
Tel: +65 6643 6603
Email: contactus@bonseydesign.com
Website: www.bonseydesign.com

Personnel

Principal Creative & Executive Officer
..... Jonathan Bonsey

CARBON

68 Neil Road, Singapore 088836
Tel: +65 6816 2942
Email: studio@carbon.tv
Website: www.carbon.tv

Personnel

Marketing Manager Kelly Chin

CHEIL SINGAPORE

30 Pasir Panjang Road, #16-31 Mapletree
Business City, Singapore 117440
Tel: +65 6804 7979; Fax: +65 6804 7970
Email: nalla.chan@cheil.com
Website: www.cheil.com

Personnel

Managing Director Nalla Chan

CONCEPT LAB COMMUNICATIONS PTE LTD

60 Macpherson Road, The Siemens Center
Block 1, #08-10, Singapore 348615
Tel: +65 6748 1211; Fax: +65 6748 0492
Email: zee@conceptlab.com.sg
Website: www.conceptlab.com.sg

Personnel

Chief Executive Officer Zee Lam

CONVERGENCE CONCEPTS PTE LTD

33 Mohd Sultan Road #02-04,
Singapore 238977
Tel: +65 6778 8057; Fax: +65 6746 4077
Email: marketing@convergenceconcepts.com.sg
Website: www.convergenceconcepts.com.sg

Personnel

Director Damian Koh

COWAN ASIA PTY LTD

1 Stanley Street, Singapore 068720
Tel: +65 6236 0709
Email: kwalsh@cowan.com
Website: www.cowan.com

Personnel

Business Director Kathy Walsh

CREATIVEANS PTE LTD

512, Chai Chee Lane, #03-03,
Singapore 469028
Tel: +65 6448 0587; Fax: +65 6448 2272
Email: info@creativeans.com
Website: www.creativeans.com

Personnel

Managing Director Kimming Yap

CRUSH ADVERTISING (S) PTE LTD

19 Jalan Kilang Barat, #05-07 Acetech
Centre, Singapore 159361
Tel: +65 6238 2378; Fax: +65 6735 2378
Email: palani@crush.com.sg
Website: www.crush.com.sg

Personnel

Chief Executive Officer Palani Pillai

DDB GROUP SINGAPORE

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 6671 4488; Fax: +65 6671 4440
Email: info@sg.ddb.com
Website: www.ddb.asia

Personnel

Chief Executive Officer,
DDB Group Singapore David Tang

TRIBAL WORLDWIDE SINGAPORE

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 6671 4488
Fax: +65 6671 4442
Email: jeff.cheong@sg.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

Head of Tribal Worldwide Singapore
..... Jeff Cheong

TRACK ASIA

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 6671 4488; Fax: +65 6671 4443
Email: melvin.kuek@trackasia.sg
Website: www.trackasia.sg

Personnel

Managing Director Melvin Kuek

TRACYLOCKE

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 6671 4488; Fax: +65 6671 4440
Email: melvin.kuek@tracylocke.com
Website: www.tracylocke.com

Personnel

Managing Director Melvin Kuek

DECISION LAB - SINGAPORE

111 North Bridge Road, #21-01 Peninsula
Plaza, Singapore 179098
Tel: +848 3915 1919
Email: decision@decisionlab.co
Website: www.decisionlab.co

Personnel

Founder Thue Quist Thomasen

DELPHYS HAKUHODO INTERNATIONAL PTE LTD

8 Shenton Way, #33-01 AXA Tower,
Singapore 068811
Tel: +65 6438 1696; Fax: +65 6438 1697

DENTSU AEGIS NETWORK SINGAPORE

1 Wallich Street, #22-01 Guoco Tower,
Singapore 078881
Tel: +65 6501 4900
Website: www.dentsuaegisnetwork.com/
asiapacific

Personnel

Southeast Asia CEO, Dentsu Aegis Network
..... Phil Teaman

DESIGN BRIDGE ASIA

60 Kandahar Street, Singapore 198906
Tel: +65 6224 2336
Email: mark.budden@designbridge.com
Website: www.designbridge.com

Personnel

Asia Regional Chairman Mark Budden

DIA BRAND CONSULTANTS PTE LTD

300 Beach Road #33-07,
Singapore 199555
Tel: +65 6735 3696
Email: nigel.smith@diabrands.com
Website: www.diabrands.com

Personnel

Group CEO Nigel Smith

DICK LEE CONCEPTS (S) PTE LTD

1 Genting Lane, #07-02A, Singapore 349544
Tel: +65 6100 1885
Email: enquiry@dlc.com.sg
Website: www.dlc.com.sg

Personnel

Creative Director Dick Lee

DISENO ADVERTISING PTE LTD

19 Tanglin Road, #06-53 Tanglin Shopping
Centre, Singapore 247909
Tel: +65 6836 5168
Fax: +65 6836 5190
Email: Steffen.Ongah@disen.com.sg
Website: www.disen.com.sg

Personnel

Director Steffen Ongah

DNA LIFE PTE LTD

55 Ubi Avenue 1, #04-04, Ubi 55,
Singapore 408935
Tel: +65 6746 0700
Fax: +65 6745 6175
Email: sherlin@dnalife.com.sg
Website: www.dnalife.com.sg

Personnel

Shopper's Marketing Director Sherlin Ong

DO NOT DESIGN

50C Foch Road, Singapore 209273
Tel: +65 6291 0058
Email: we@donotdesign.com
Website: www.donotdesign.com

Personnel

Creative Director Yanda T

DOUBLE DESIGN PTE LTD

Block 491 Admiralty Link, #19-189,
Singapore 750491
Tel: +65 6555 2030
Email: jryen@double.sg
Website: double.sg

Personnel

Partner Jryen Koh

DREAM SOLUTIONS PTE LTD

540 Sin Avenue, #02-05, Sins Avenue Centre,
Singapore 387603
Tel: +65 6747 4353
Fax: +65 6748 2353
Email: david@dreamgroup.com.sg
Website: www.dreamgroup.com.sg

Personnel

Executive Director David Lee

DSTNCT

Singapore Office(HQ), 315 Outram Road,
#11-09, Singapore 169074
Tel: +65 9424 3450
Email: mikal.chong@dstnct.co
Website: www.dstnct.co

Personnel

Business Director Mikal Chong

DW COMMUNICATION PTE LTD

22 Sin Ming Lane, #06-76 Midviewcity,
Singapore 573969
Tel: +65 6684 1191
Email: asia@dw.com.sg
Website: www.dw.com.sg

DW LINKS PTE LTD

22 Sin Ming Lane, #06-76 Midviewcity,
Singapore 573969
Tel: +65 6684 1191; Fax: +65 6694 3319
Email: hello@dwlinks.com.sg
Website: www.dwlinks.com.sg

D'ZIRE MEDIA PTE LTD

668 Chandler Road, #02-22,
Singapore 210668
Tel: +65 6836 3628; Fax: +65 6836 3627
Email: media@dzire.com.sg
Website: www.dzire.com.sg

Personnel

Managing Director Ron Teo

EDENRED SINGAPORE

36 Prinsep Street #04-01, Singapore 188648
Tel: +65 6229 8686
Website: www.edenred.com.sg

Personnel

COO, SEA, Marketing Services JB Ray
Marketing Director, SEA, Marketing Services
..... Carolin Chan

EG+ WORLDWIDE

991A Alexandra Road, #01-07,
Singapore 119969
Tel: +65 6603 4444; Fax: +65 6224 0553
Email: singapore@egplusww.com

Personnel

Managing Director Michael Kavanagh

EQUUS DESIGN CONSULTANTS PTE LTD

10 Raeburn Park #01-05, Singapore 088702
Tel: +65 6323 2996
Email: andrew@equus-design.com
Website: www.equus-design.com

Personnel

Managing Director Andrew Thomas

THE EVENTS ARTERY PTE LTD

AZ @ Paya Lebar, 140 Paya Lebar Road,
#07-25, Singapore 409015
Tel: +65 6221 4680; Fax: +65 6297 9706
Email: admin@eventsartery.com
Website: www.eventsartery.com

Personnel

Founder and Managing Director Mayleng Wai

FIGMENT PTE LTD

71 Neil Road, Singapore 088900
Tel: +65 6303 2536; Fax: +65 6324 1263
Email: contact@figmentisland.com
Website: www.figmentisland.com

Personnel

Creative Solutions Director Nic Leo

FITCH

50 Scotts Road, #04-02, Singapore 228242
Tel: +65 6538 2988
Email: singapore@fitch.com
Website: www.fitch.com

Personnel

Managing Director, Singapore Simon Bell

FORMUL8 PTE LTD

10 Raeburn Park, #02-05/06,
Singapore 088702
Tel: +65 6325 3368
Fax: +65 6325 3368
Email: joann@formul8.com
Website: www.formul8.com

Personnel

Administrative Executive Joann Chan

FOUR MEDIA PTE LTD

114 Lavender Street, #10-83 CT Hub 2,
Singapore 338729
Tel: +65 6254 3051
Fax: +65 6732 8625
Email: finance@4media.com.sg
Website: www.4media.com.sg

Personnel

Account Director Kong Fern Chiang

FREEMAN PTE LTD

Level 2, 138 Joo Seng Road,
Singapore 368361
Tel: +65 6513 8700
Email: Ian.Terry@freemanxp.com
Website: freemanxp.com

Personnel

Managing Director, Singapore Ian Terry

GEOMETRY GLOBAL SINGAPORE

71 Robinson Road, #07-01,
Singapore 068895
Tel: +65 6213 7899
Email: jane.perry@geometry.com
Website: www.geometry.com

Personnel

Managing Director Jane Perry

GETTY IMAGES

87A & 88A Amoy Street,
Singapore 069906/7
Tel: +65 6410 3300
Email: service.sg@gettyimages.com
Website: www.gettyimages.com

Personnel

Country Sales Kaashmi Soin

GLEASON ADVERTISING PTE LTD

42 Tannery Lane, Singapore 347791
Tel: +65 6741 3998
Fax: +65 6741 3100
Email: albert@sign.com.sg
Website: www.sign.com.sg

Personnel

Executive Director Albert Teo

GOODFELLAS

353A Beach Road, Singapore 199572
Tel: +65 6396 4682
Email: pat@goodfellas.com.sg
Website: www.goodfellas.com.sg

Personnel

Founder/Creative Partner Patrick Low

GOSH ADVERTISING PTE LTD

4 Leng Kee Road, #04-11 ASIS Building,
Singapore 159088
Tel: +65 6471 9700
Fax: +65 6473 6420
Email: nick@goshadvertising.com
Website: www.gosh.com.sg

Personnel

Director Nicholas Chan

GREY GROUP SINGAPORE

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600; Fax: +65 6223 8992
Email: konstantin.popovic@grey.com
Website: www.grey.com/singapore

Personnel

CEO of Grey Group Singapore
..... Konstantin Popovic

GREY SINGAPORE

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600
Fax: +65 6223 8992
Email: konstantin.popovic@grey.com
Website: www.grey.com/singapore

Personnel

CEO of Grey Group Singapore
..... Konstantin Popovic

BATEY (A GREY GROUP COMPANY)

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600
Fax: +65 6223 8992
Email: konstantin.popovic@grey.com
Website: www.grey.com/singapore

Personnel

CEO of Grey Group Singapore
..... Konstantin Popovic

GREY DIGITAL SOUTHEAST ASIA

50 Scotts Road, Singapore 228242
Tel: +65 6221 2748
Fax: +65 6221 2768
Email: mans.tesch@grey.com
suresh.ramaswamy@grey.com

Website: www.grey.digital

Personnel

Chief Strategy Officer - AMEA Mans Tesch
Regional Digital Lead - AMEA
..... Suresh Ramaswamy

GREY DIGITAL SINGAPORE

50 Scotts Road, Singapore 228242
Tel: +65 6221 2748
Fax: +65 6221 2768
Email: mans.tesch@grey.com
suresh.ramaswamy@grey.com

Website: www.grey.com/singapore

Personnel

Chief Strategy Officer - AMEA Mans Tesch
Regional Digital Lead - AMEA
..... Suresh Ramaswamy

GYRO

1 Wallich Street, #22-01 Guoco Tower,
Singapore 078881
Tel: +65 6225 4850
Email: kieran.vye@gyro.com
Website: www.gyro.com

Personnel

Managing Director Kieran Vye

HAGLEY & HOYLE PRIVATE LIMITED

190 Middle Road #09-03, Fortune Centre,
Singapore 188979
Tel: +65 6224 0688
Fax: +65 6224 6998
Email: peggytan@hnhhoyle.com.sg
Website: www.hnhhoyle.com.sg

Personnel

Managing Director Peggy Tan

HAKUHODO CONSULTING ASIA PACIFIC PTE LTD

8 Shenton Way, #33-01 AXA Tower,
Singapore 068811
Tel: +65 6235 1554; Fax: +65 6732 4052
Website: www.hakuhodo-consulting.co.jp/en

HAKUHODO SINGAPORE PTE LTD

83 Clemenceau Avenue, #13-03/04 UE
Square, Singapore 239920
Tel: +65 6734 5451; Fax: +65 6734 4489

HAVAS SINGAPORE

80 Robinson Road, #20-02, Singapore 068898
Tel: +65 6317 6600; Fax: +65 6317 6700
Email: andrea.conyard@havas.com
Website: www.sea.havas.com

Personnel

Chief Executive Officer Andrea Conyard

HURRAH! PRODUCTION PTE LTD

991C Alexandra Road, #01-13C,
Singapore 119971
Tel: +65 8268 6925
Email: ringothedingo@hurrahproductions.tv
Website: www.hurrahproductions.com.sg

Personnel

Managing Director James Rotheram

I.M COMMUNICATIONS PTE LTD

100 Pasir Panjang Road #04-05,
Singapore 118518
Tel: +65 6295 6843; Fax: +65 6295 6842
Email: dontan@imcomms.com
Website: www.imcomms.com

Personnel

Managing Director Don Tan

IELO DESIGN

195 Pearl's Hill Terrace, 03-20/21, Singapore
Tel: +65 6220 5660
Email: info@ielodesign.com
Website: www.ielodesign.com

Personnel

Founder Cloe Faye

THE INTEGER GROUP SINGAPORE

991C Alexandra Road, #01-12,
Singapore 119971
Tel: +65 6225 5288; Fax: +65 6415 1164
Email: general@integer.sg
Website: www.integer.com

Personnel

Regional Managing Director Dan Paris

INTEGRATED COMMUNICATIONS GROUP

71 Neil Road, Singapore 088900
Tel: +65 6227 6700; Fax: +65 6227 6800
Email: contact@groupicg.com
Website: www.groupicg.com

Personnel

Chief Executive Kong Man Haw

INX EVENTS & PRODUCTIONS PTE LTD

51 Ubi Avenue 1, #05-05, Singapore 408933
Tel: +65 6443 6427
Email: enquiry@inx.com.sg
Website: www.inx.com.sg

Personnel

Account Director Garg Nec

IRIS SINGAPORE

19 China Street, #02-02, Singapore 049561
Tel: +65 6327 6300; Fax: +65 6327 3035
Email: Sorchajohn@iris-worldwide.com
Website: www.iris-worldwide.com

Personnel

Managing Director Sorchajohn

J. FACTOR COMMUNICATIONS PTE LTD

177A Telok Ayer Street, Singapore 068625
Tel: +65 6324 2313
Fax: +65 6324 2338

Email: joyce@jfactor.com.sg

Website: www.jfactor.com.sg

Personnel

Managing Director Joyce Ong

J. WALTER THOMPSON SINGAPORE

50 Scotts Road, #01-01, Singapore 228242
Tel: +65 6880 5088; Fax: +65 6508 5188
Email: Jacco.Schegget@jwtt.com
Website: www.jwtt.com/singapore

Personnel

Chief Executive Officer, Southeast Asia
..... Jacco Schegget

JAB DESIGN PTE LTD

163 Geylang Road, #03-03 The Grandplus,
Singapore 389240
Tel: +65 6396 8830
Email: info@jab.sg
Website: www.jab.sg

Personnel

Account Director William TK Phua

K&L CREATIVE ASIA PTE LTD

1 North Bridge Road, #06-11 High Street
Centre, Singapore 179194
Tel: +65 6710 5715
Fax: +65 6710 5716
Email: fiwamoto@klt.co.jp
Website: www.klt.co.jp

Personnel

Managing Director Fumihiko Iwamoto

K3 COMMUNICATIONS

195 Pearl's Hill Terrace, #02-53,
Singapore 168976
Tel: +65 6438 3968
Email: weekim@k3.com.sg
Website: www.k3.com.sg

Personnel

Creative Partner Goh Wee Kim

KANTAR HEALTH

50 Scotts Road, #02-01,
Singapore 228242
Tel: +65 6597 7300
Email: Vince.Grillo@kantarhealth.com
Website: www.kantarhealth.com

Personnel

General Manager Vince Grillo

KANTAR PUBLIC

50 Scotts Road, #02-01,
Singapore 228242
Tel: +65 6597 7315
Email: Sandra.lim@kantarpublic.com
Website: www.kantarpublic.com

Personnel

Executive Director, Head Sandra Lim

KANTAR TNS (SINGAPORE)

50 Scotts Road, #02-01, Singapore 228242
Tel: +65 6597 7300
Website: www.tnsglobal.com

KANTAR VERMEER

50 Scotts Road, #04-01, Singapore
Tel: +65 6221 3693
Website: www.kantarvermeer.com

KARMIC COMMUNICATIONS PTE LTD

883 North Bridge Road, #06-01 Southbank,
Singapore 198785
Tel: +65 6904 9833
Email: admin@karmiccomm.com
Website: www.karmiccomm.com

Personnel

Managing Director Desmond Teo

LEO BURNETT SINGAPORE

16 Collyer Quay, Income at Raffles, #03-00,
Singapore 049318
Tel: +65 6718 0888
Email: serene.koh@sg.leoburnett.com
Website: www.leoburnett.com

Personnel

Managing Director Serene Koh

LH.M ADVERTISING PTE LTD

No. 22 New Industrial Road, 06/03 Primax,
Singapore 536208
Tel: +65 6742 6922
Fax: +65 6741 9322
Email: hermanlee@lhm.com.sg
Website: www.lhm.com.sg

Personnel

Managing Director Herman Lee

LIGHTSPEED SINGAPORE

50 Scotts Rd, Level 3, Singapore 228242
Tel: +65 6597 5780
Website: www.lightsspeedresearch.com

LINS ADVERTISING & MARKETING PTE LTD

101A Upper Cross Street #10-13A, People's
Park Centre, Singapore 058358
Tel: +65 6532 6677
Fax: +65 6532 4568
Email: seow@linsad.com
Website: www.linsad.com

Personnel

Managing Director Seow Liang Lin

LIQUID ADVERTISING PTE LTD

6 Chin Bee Ave, #02-06,
Singapore 619930
Tel: +65 6296 5563
Fax: +65 6294 7339
Email: adrian@liquid.com.sg
Website: www.liquid.com.sg

Personnel

Managing Director Adrian Ng

LIVELY GREEN

8 Temasek Boulevard, #26-02A, Suntec
Tower Three, Singapore 038988
Tel: +65 6648 8752
Email: bd@livelygreen.sg
Website: www.livelygreen.co

Personnel

Managing Director Jeff Au

LIZARD STORM PTE LTD

2 Alexandra Road, #05-02M Delta House,
Singapore 159919
Tel: +65 63738 0891
Fax: +65 6337 0939
Email: angela@lizardstorm.com
Website: lizardstorm.com
Personnel
Managing Director Angela Loh

LPK (LIBBY PERSZYK KATHMAN PTE LTD)

133 New Bridge, #23-01, Singapore 059413
Tel: +65 6372 8400
Email: zarena.love@lpk.com
Website: www.lpk.com
Personnel
Business Development Director .. Zarena Love

LUMINOUS MSL, SINGAPORE

16 Collyer Quay, #03-00 Income at Raffles,
Singapore 049318
Tel: +65 6398 5490
Email: julie.yeung@luminous-asia.com
Website: www.luminous-asia.com
Personnel
Director Julie Yeung

M&C SAATCHI SINGAPORE

59 Mohamed Sultan Road, #02-08/09/10,
Sultan Link, Singapore 238999
Tel: +65 6697 0240; Fax: +65 6697 0231
Email: Tanuj.philip@mcsaatchi.com.sg
Website: www.mcsaatchi.com.sg
Personnel
Chief Executive Officer Tanuj Philip

MANDATE COMMUNICATIONS (S) PTE LTD

No. 2 Kaki Bukit Avenue I, #03-06,
Singapore 417938
Tel: +65 6382 8128; Fax: +65 6382 8166
Email: info@mandatecomms.sg
Website: www.mandatecomms.sg
Personnel
Managing Director Chew Lee Ching

MASHWIRE PTE LTD

54B South Bridge Road,
Singapore 058685
Tel: +65 6532 5088
Email: honwui@mashwire.com.sg
Website: www.mashwire.com.sg
Personnel
Strategic Integration Planner Teo Hon Wui

LIME AGENCY**LIME AGENCY PTE LTD**

1 Commonwealth Lane, #09-04,
Singapore 258054
Tel: +65 9062 4746
Email: info@lime-agency.com
Website: lime-agency.com
Year Established
2015
Personnel
Chief Executive Officer Rigmor Berthier
Art Director Hui Ting Lee
Chief Operating Officer Cecile Gauthier
No. of Employees
12
Company Profile

Lime Agency is a one-stop shop agency that provides a 360 degrees outlook on your brand and its marketing campaign to create visual experiences, brand emotions and consistency across touchpoints. With a unique take on strategy, brand positioning and never-ending creativity, the agency will shake up your brand and your campaigns to take it to places you have never imagined. With clients ranging from MNCs such as Nippon Paint, Johnson & Johnson, Panamex, Global Brand Partners, etc to VWOs and charities such as UN Women, MINDS, Essilor Vision Foundation, etc, it is not only a 100% women-owned business dedicated to excellence, but also a business with a cause in supporting social enterprises to strengthen their communication and create impact.

MAXIMUM EMPLOYMENT MARKETING GROUP, SINGAPORE

6A Shenton Way, OUE Downtown Gallery
#04-01, Singapore 068815
Tel: +65 6805 4027
Email: enquiries@maximum.com
Website: www.maximum.com
Personnel
Chief Commercial Officer Emile Mac Gillavry

M-BRAIN SINGAPORE

8 Eu Tong Sen Street, #23-81 The Central,
Singapore 059818
Tel: +65 6423 1681
Email: neha.rehani@m-brain.com
Website: www.m-brain.com
Personnel
Country Manager Neha Rehani

MCCANN WORLDGROUP

40A Orchard Road, #09-01,
The MacDonald House,
Singapore 238838
Tel: +65 6737 9911
Fax: +65 6733 6941
Email: nicholas.handel@mccann.com
Website: www.mccann.com
Personnel
Chief Executive Officer,
McCann Worldgroup Singapore
..... Nicholas Handel

MCCANN

40A Orchard Road, #09-01,
The MacDonald House,
Singapore 238838
Tel: +65 6737 9911
Fax: +65 6733 6941
Email: nicholas.handel@mccann.com
Website: www.mccann.com
Personnel
Chief Executive Officer,
McCann Worldgroup Singapore
..... Nicholas Handel

MRM//MCCANN

40A Orchard Road, #09-01,
The MacDonald House,
Singapore 238838
Tel: +65 6737 9911
Fax: +65 6733 6941
Email: nicholas.handel@mr-mccann.com
Website: www.mrm-mccann.com
Personnel
Chief Executive Officer,
McCann Worldgroup Singapore
..... Nicholas Handel

FUTUREBRAND

90 Eu Tong Sen Street Block A,
#04-01/02 CIDC Building,
Singapore 059811
Tel: +65 6849 4817
Website: www.futurebrand.com
Personnel
Executive Director Nicola Smith



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CRAFT WORLDWIDE

40A Orchard Road, #09-01,
The MacDonald House, Singapore 238838
Tel: +65 6737 9911
Email: melissa.chan@craftww.com
Website: www.craftww.com
Personnel
Regional Managing Director, Craft
Worldwide (Asia Pacific) Melissa Chan

WEBER SHANDWICK

40A Orchard Road, #07-01,
The MacDonald House, Singapore 238838
Tel: +65 6825 8000
Fax: +65 6822 8000
Email: vnikolovski@webershandwick.com
Website: www.webershandwick.com
Personnel
Managing Director, Singapore and
Chair of Client Service, Asia Pacific
..... Vanessa Ho Nikolovski

MILTON EXHIBITS (SINGAPORE) PTE LTD

51 Tai Seng Avenue, #B1-04 Pixel Red,
Singapore 533941
Tel: +65 6306 3550; Fax: +65 6636 6913
Email: kenjipoh@milton-sg.com
Website: www.milton-exhibits.com
Personnel
Senior Manager Kenji Poh

MULLENLOWE (SINGAPORE) PTE LTD

90 Eu Tong Sen Street, 4th Floor,
Singapore 059811
Tel: +65 6849 4888
Fax: +65 6292 3818
Email: BusinessDev.SM@mullenlowe.com
Website: singapore.mullenlowe.com
Personnel
CEO, SEA Paul Soon

NICE LTD

No. 20 Handy Road, #03-01 Nomu,
Singapore 229236
Tel: +65 6876 7800
Fax: +65 6235 0879
Email: davide@niceltd.com
Website: www.niceltd.com
Personnel
Founder - Chief Creative Director
..... Davide Nicosia

O2 ADVERTISING PTE LTD

2 Leng Kee Road, #04-04 Thye Hong Centre,
Singapore 159086
Tel: +65 6475 9811
Fax: +65 6475 8911
Email: loke@o2.com.sg
Website: www.o2.com.sg
Personnel
Managing Director Wong Loke Teck

OGILVY SINGAPORE

71 Robinson Road, #07-01,
Singapore 068895
Tel: +65 6213 7899
Fax: +65 6213 7990
Email: chris.riley@ogilvy.com
Website: www.ogilvy.com
Personnel
Group Chairman Chris Riley

PAPRIKA GLOBAL PTE LTD

40C Hong Kong Street, Singapore 059679
Tel: +65 6339 8850
Fax: +65 6339 8113
Email: david@paprakaglobal.com
Website: www.paprakaglobal.com
Personnel
Director David Tan

PMG ASIA PACIFIC PTE LTD

71 Neil Road, Singapore 088900
Tel: +65 6324 7955
Fax: +65 6324 8284
Email: tim.jones@pmgasia.com
Website: www.pmgasia.com
Personnel
Managing Director Tim Jones

PRINTEDGE COMMUNICATIONS PTE LTD

55 Ubi Avenue 1, #04-09, Ubi 55,
Singapore 408935
Tel: +65 6846 5565; Fax: +65 6746 7751
Email: sherlin@printedge.com.sg
Website: www.printedge.com.sg
Personnel
Shopper's Marketing Director Sherlin Ong

PUBLICIS SINGAPORE

16 Collyer Quay, #03-00 Income at Raffles,
Singapore 049318
Tel: +65 6206 6400
Email: lou.delapena@publicis.com.sg
Website: www.publicis.com.sg
Personnel
Chief Executive Officer Lou Dela Pena

QING WA PTE LTD

27 Mohamed Sultan Road, 2nd & 3rd Floor,
Singapore 238971
Tel: +65 6844 6069; Fax: +65 6297 8365
Email: olivier@qingwagroup.com
Website: www.qingwagroup.com
Personnel
Managing Director Asia Olivier Grometto

Q'S ADVERTISING PTE LTD

7 Changi South Street 1, Singapore 486791
Tel: +65 6284 7372; Fax: +65 6284 0939
Email: valerie.chan@qs.sg
Website: www.qs.sg
Personnel
Managing Director Valerie Chan

QUANTUM CONSUMER SOLUTIONS

78 Shenton Way, #05-01, Singapore 079120
Tel: +65 6720 8535
Fax: +65 6720 8534
Email: rekha.nair@quantumcs.com
Website: www.quantumcs.com
Personnel
Group Managing Director Rinita Singh

QUIRK PTE LTD

CT Hub 2, 114 Lavender Street, #09-83,
Singapore 338729
Tel: +65 6385 0500
Fax: +65 6385 0600
Email: rina@quirk.sg
Website: www.quirk.sg
Personnel
Managing Director Rina Lim

REBEL AND SOUL PTE LTD

13, Bussorah Street, #02-00,
Singapore 199434
Tel: 65 6291 5969
Email: kristy@rebelandsoul.com
Website: www.rebelandsoul.com
Personnel
Chief Executive Officer Kristy Castleton

SAATCHI & SAATCHI SINGAPORE

16 Collyer Quay, #03-00 Income at Raffles,
Singapore 049318
Tel: +65 6206 6260
Email: rosaling.lee@saatchi.com.sg
Website: www.saatchi.com
Personnel
General Manager Rosalind Lee

SGK

241 River Valley Road, Level 4 Gianrum
Building, Singapore 238298
Tel: +65 6258 2622
Email: kathryn.sloane@sgkinc.com
Website: www.sgkinc.com
Personnel
Director of Business Development & Growth
..... Kathryn Sloane

THE SOLO AGENCY PTE LTD

10 Anson Road, #10-11 International Plaza,
Singapore 079903
Tel: +65 6699 8147
Email: hello@thesoloagency.com
Website: www.thesoloagency.com
Personnel
Co-Founder/Creative Director Roy Ong

SPARKFURY CREATIVE CONSULTANTS PTE LTD

73 Oxley Bizhub 1, #09-59,
Singapore 408733
Tel: +65 6411 6977; Fax: +65 6227 1655
Email: michaelim@sparkfury.com
Website: www.sparkfury.com
Personnel
Managing Director Michael Lim

STARLIGHT ADVERTISING PTE LTD

10 Ubi Crescent, #02-61, UBI Tech Park,
Lobby D, Singapore 408564
Tel: +65 6336 2733; Fax: +65 6339 6736
Email: kcliew@starlight.com.sg
Website: www.starlight.com.sg
Personnel
Managing Director Kien Choong Liew

SUPERUNION

50 Scotts Road #04-02, Singapore 228242
Tel: +65 6351 1338
Email: Singapore@superunion.com
Website: www.superunion.com
Personnel
Managing Director Po Kay Lee

TEABREAK ASIA PTE LTD

1 Harbourfront Place, Harbourfront Tower
One, #04-01, Singapore 098633
Tel: +65 6722 3913; Fax: +65 6722 3801
Email: hew@teabreak.com.my
Website: www.teabreak.com.my
Personnel
Business Group Director K C Hew

TBWA

TBWA SINGAPORE

991C Alexandra Road, #01-12,
Singapore 119971
Tel: +65 6225 5288; Fax: +65 6324 6261
Email: info@tbwa.com
Website: www.tbwa.com.sg
Personnel

Chief Client Compensation Officer
..... Alrick Dorett
Managing Director .Ara Hampartsumian
No. of Employees
275
Company Profile

TBWA is The Disruption® Company: the cultural engine for 21st-century business. We create disruptive ideas that locate and involve brands in culture, giving them a larger share of the future.

TBWA Singapore is Campaign Asia's Gold Southeast Asia Integrated Agency of the Year and was also awarded Overall Agency of the Year by Marketing Interactive.

TBWA's clients include Apple, Caltex, Singapore Airlines, Singapore Tourism Board, Sony PlayStation, and Standard Chartered Bank.

THE THINC GROUP PTE LTD

243 Beach Road, #02-01, Singapore 189754
Tel: +65 6291 4561; Fax: +65 6291 4080
Email: andy@thincgroup.com
Website: www.thincgroup.com
Personnel
Executive Creative Director Andy Tan

TILT PTE LTD

2 Alexandra Road, #05-02, Delta House,
Singapore 159919
Tel: +65 627 48929; Fax: +65 627 41641
Email: randy.lim@tilt.com.sg
Website: www.tilt.com.sg
Personnel
Director Randy Lim

TMP WORLDWIDE ADVERTISING (S) PTE LTD

51 Bras Basah Road, #02-01 Manulife Centre,
Singapore 189554
Tel: +65 6227 5420; Fax: +65 6224 7978
Email: emmanuelle.loye@tmpw.com.sg
Website: www.tmpw.com.sg
Personnel
Director of Client Strategy and Singapore
Country Manager Emmanuelle Loyer

TOFFEES AND DEVS COMMUNICATIONS PTE LTD

100D Pasir Panjang Road, #05-11 Meissa,
Singapore 118520
Tel: +65 6225 2552
Email: terence@toffeeds.com.sg
Website: toffeeds.com.sg
Personnel
Strategic Communications Director
..... Terence Chiu

TOOLBOX DESIGN PTE LTD

469 Macpherson Road #02-02,
Singapore 368186
Tel: +65 6298 1448
Fax: +65 6298 1440
Email: jerry@toolboxdesign.net
Website: www.toolboxdesign.net
Personnel
Business Development Director Jerry Wee

TOTALLYAWESOME

137 Telok Ayer Street #06-04,
Singapore 068602
Email: info@totallyawesome.tv
Website: www.totallyawesome.tv
Personnel
Chief Executive Officer Quan Nguyen

UKULELE BRAND CONSULTANTS PTE LTD

48 Duxton Road, Singapore 089512
Tel: +65 6225 8100
Fax: +65 6225 1635
Email: ubc@ukulelebrand.com
Website: www.ukulelebrand.com
Personnel
Managing Director Kim Chun-Wei

VISIBILITY DESIGN PTE LTD

21 Cavan Road, #02-01, Singapore 209852
Tel: +65 6345 4338; Fax: +65 6296 4934
Email: ken@visibility.com.sg
Website: www.visibility.com.sg
Personnel
Managing Director Leong Kean Wye

XODBOX PTE LTD

7030 Ang Mo Kio Ave 5, #05-52 Northstar@
AMK, Singapore 569880
Tel: +65 6747 4712
Fax: +65 6744 2969
Email: sabrina@xodbox.com.sg
Website: xodbox.com.sg
Personnel
Director Daniel Lee

Y&R SINGAPORE

50 Scotts Road, #03-01,
Singapore 228242
Tel: +65 6671 3000
Fax: +65 6671 3002
Email: shirley.tay@yr.com
Website: www.yr.com
Personnel
Chief Executive Officer Shirley Tay

YING COMMUNICATIONS

2 Peck Seah Street, Airview Building,
#02-01, Singapore 079305
Tel: +65 6779 5514
Email: katie.mortlock@yingcomms.com
Website: www.yingcomms.com
Personnel
HR Business Partner Katie Mortlock

ZENO GROUP ASIA

Beach Centre, 15 Beach Road,
Singapore
Email: papri.dev@zenogroup.com
Website: www.zenogroup.com
Personnel
MD Regional Operation & Client Strategy,
Zeno Group Asia Dev Papri

SRI LANKA

ARC WORLDWIDE SRI LANKA

379, R. A. De Mel Mawatha, Colombo 3,
Sri Lanka
Tel: +94 11 237 2080; Fax: +94 11 237 2088
Email: arosha.perera@leoburnett.com
Website: www.leoburnett.lk
Personnel
Chief Executive Officer Arosha Perera

ASHRAFF ASSOCIATES

399/1 Thimbrigasyaya Road, Colombo 05,
Sri Lanka
Tel: +94 77 530 508
Email: info@ashraffassociates.com
Website: www.ashraffassociates.com
Personnel
Executive Creative Director Aman Ashraff

BBDO LANKA (PVT) LTD

No. 110/16, Lake Drive, Colombo 08, Sri Lanka
Tel: +94 11 739 7380
Email: santosh@bbdolanka.com
Website: www.bbdoasia.com
Personnel
Managing Director Santosh Menon

CREATIVE FACTORY

98A, 2/4, High Level Road, Kirulapone,
Colombo, Sri Lanka
Tel: +94 11 745 7755
Email: info@creativefactory.lk
Website: www.creativefactory.lk
Personnel
Director Dharshan Shanmugam

DAZZLE WORKS (PVT) LTD

166/16, Kirulapone Avenue, Colombo 05,
Sri Lanka
Tel: +94 11 433 0090
Email: hello@dazzleworks.lk
Website: www.dazzleworks.lk
Personnel
Director Duminda Lakmal

DIRECT SOLUTIONS INTERNATIONAL LTD

1F, 366, Galie Road, Colombo 3, Sri Lanka
Tel: +94 11 5500 777
Email: ian@directsolutions.lk
Website: www.directsolutions.lk
Personnel
Director of Strategy Ian Ramsden

GEOMETRY GLOBAL SRI LANKA

No. 17/27, Sarasavi Uddiyana, Nawala Road,
Nugegoda, Sri Lanka
Tel: +94 11 269 7071
Email: sancharitha.jayathilake@geometry.com
Website: www.geometry.com
Personnel
Chief Executive Officer
..... Sancharitha Jayathilake

INMARCA ADVERTISING

23 Nugegoda Road, Pepiliyana, Colombo 06,
Sri Lanka
Tel: +94 11 747 0048; Fax: +94 11 747 0050
Email: dhanushka@inmarcadvertising.com
Website: www.inmarcadvertising.com
Personnel
Managing Director Dhanushka Fernando

KANTAR TNS SRI LANKA (COLOMBO)

Level 02, Tisara Plaza, No. 135,
Dutugemunu Street, Kohuwala-Dehiwela,
Colombo, Sri Lanka
Tel: +94 11 4330933
Email: mihirani.dissanayake@tnsglobal.com
Website: www.tnsglobal.com
Personnel
Country Manager Mihirani Dissanayake

LEO BURNETT SRI LANKA

379, R.A. De Mel Mawatha, Colombo 3,
Sri Lanka
Tel: +94 11 237 2080
Fax: +94 11 237 2088
Email: arosha.perera@leoburnett.com
Website: www.leoburnett.lk
Personnel
Chief Executive Officer Arosha Perera

MULLENLOWE SRI LANKA

125, Kynsey Road, Colombo 07,
Sri Lanka
Tel: +94 11 584 1741
Fax: +94 11 551 6690
Email: thayanalan.bartlett@mullenlowe.com
Website: srilanka.mullenlowe.com
Personnel
Chief Executive Officer Thayanalan Bartlett

SAATCHI & SAATCHI SRI LANKA

379, R.D. De Mel Mawatha, Colombo 03,
Sri Lanka
Tel: +94 11 237 2080
Email: chhalaka.gajabahu@saatchi.com
Website: www.saatchi.com
Personnel
Chief Executive Officer Chhalaka Gajabahu

SEVEN MEDIA GROUP

No. 05 Ridgeway Place,
Colombo 04, Sri Lanka
Tel: +94 777 125 122
Email: subodha@sevenmediagroup.co
Website: sevenmediagroup.co/work
Personnel
Chief Executive Officer Subodha Pilmatalawwe

TAIWAN

ASTUTE INTERNATIONAL

33 Bao Qing Street, Songshan District,
Taipei 105, Taiwan
Tel: +886 22764 1187
Fax: +886 22767 2653
Email: peter@astutetaiwan.com
Website: www.astutetaiwan.com
Personnel
Chief Executive Officer Peter Fitzgerald

BATES CHI&PARTNERS TAIWAN

2/F, 101 Song Ren Road, Taipei 11073,
Taiwan
Tel: +886 27719 6689
Fax: +886 27719 6669
Email: maggie.chao@bateschi.com
Website: www.bateschi.com
Personnel
Managing Director Maggie MY Chao

BBDO TAIWAN ADVERTISING LTD

7F., No. 101, Song Ren Road,
Taipei 11073, Taiwan
Tel: +886 287866788; Fax: +886 287866799
Email: alan.hung@bbdo.com.tw
Website: www.bbdoasia.com
Personnel
Managing Director Alan Hung
Executive Creative Director Martin Tsai

CHEIL TAIWAN

Sec B, 2/F, 292 Yangguang Street,
Nei Hu District, Taipei 11491, Taiwan
Tel: +886 266038588; Fax: +886 266038577
Email: cutemichel@cheil.com
Website: www.cheil.com
Personnel
Head of Corporate Service Michel Chen

DDB WORLDWIDE TAIWAN

7/F, No. 101, Song Ren Road, Taipei,
Taiwan 11073, R.O.C.
Tel: +886 2 87866788; Fax: +886 2 87882275
Website: www.ddb.com
Personnel
General Manager Alan Hung

DDG

No 107, Section 1, Hankou Street,
Zhongzheng District, Taipei 100, Taiwan
Tel: +886 2 2311 7007
Fax: +886 2 2311 7008
Email: marketing@ddg.com.tw
Website: www.ddg.com.tw
Personnel
Managing Director Mark Stocker

DENTSU ONE

30F-1, No. 100, Songren Rd., Xinyi District,
Taipei 11073, Taiwan
Tel: +886 2 2528 5977
Fax: +886 2 2528 5997
Email: winnie.chen@dentsuone.com
Website: www.dentsuone.com.tw
Personnel
Chairman/CEO Kiyotoshi Izumi

DENTSU TAIWAN INC.

9F, No. 100 Songren Road, Xinyi District,
Taipei 11073, Taiwan
Tel: +886 2 25069201; Fax: +886 2 25079244
Email: chiwei.pan@dentsubrand.com
Website: www.dentsu.com.tw
Personnel
Group Director Pan Chiwei

DIK-OCEAN ADVERTISING CO. LTD

13F, No. 287, Sec. 3, Nan-jing East Road,
Taipei 105, Taiwan
Tel: +886 2 8712 8555
Fax: +886 2 8712 9555
Personnel
Chairman & CEO Hiromitsu Sakuma

E21 MAGICMEDIA

13F, No. 135 & 137, Sec. 2, Chien Kuo N. Road,
Taipei 104, Taiwan
Tel: +886 2 2516 1255; Fax: +886 2 2501 2253
Email: laurie.pan@e21mm.com
Website: www.e21mm.com
Personnel
General Manager Laurie Pan

EASTERN ADVERTISING

5F., No. 51, Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 2768 8777
Fax: +886 2 2763 0777
Email: michael@easternad.com.tw
Website: www.easternad.com.tw
Personnel
Business Director Michael Hu

GEOMETRY GLOBAL TAIWAN

3/F, 89 Song Ren Road, Taipei 110, Taiwan
Tel: +886 2 7745 1688
Email: harry.bailey@geometry.com
Website: www.geometry.com
Personnel
Managing Director Harry Bailey

GOODCOM FCB

9F-5, No. 142, Zhong Xiao E Road,
Taipei, Taiwan
Tel: +886 2 2771 0768
Email: caroline.chyr@goodcom-fcb.com
Website: www.fcb.com
Personnel
Managing Director Caroline Chyr

HAVAS TAIWAN

8F, No. 131, Section 3, Nanjing E. Road,
Taipei 104, Taiwan
Tel: +886 2 2718 5558
Fax: +886 2 2718 2220
Email: fish.chen@havas.com
Website: www.havas.asia
Personnel
Managing Director Fish Chen

J. WALTER THOMPSON TAIPEI

No. 8, Sec. 7, Civic Blvd., 13 Floor-5,
Nangang District, Taipei 115, Taiwan
Tel: +886 2 3766 1000
Fax: +886 2 2788 0262
Email: evan.teng@jwtt.com
Website: www.jwtt.com
Personnel
Managing Director Evan Teng

KANTAR HEALTH - TAIWAN

3F, No. 89, Song Ren Road, Taipei 11073,
Taiwan
Tel: +886 2 8780 5358
Email: Questa.Lin@kantarhealth.com
Website: www.kantarhealth.com
Personnel
General Manager Questa Lin

KANTAR TNS (TAIWAN)

3rd Floor, # 34, Section 3, BaDe Road,
Taipei 10559, Taiwan
Tel: +886 2 2577 5505
Email: manny.inocencio@kantar.com
Website: www.tnsglobal.com.tw
Personnel
Chief Executive Officer Manny Inocencio

LEO BURNETT TAIPEI

10/F, 16 Nanjing E. Road, Section 4,
Taipei 10553, Taiwan
Tel: +886 2 2577 1211; Fax: +886 2 2577 3800
Email: jj.chang@leoburnett.com.tw
Website: www.leoburnett.com.tw
Personnel
Managing Director, Taipei Margaret Huang

McCANN WORLD GROUP

11F, 2, Lane 150, Section 5,
Hsin Yi Road, Taipei 110, Taiwan
Tel: +886 2 2758 5000
Fax: +886 2 2758 5690
Email: eric.chang@mccann.com
Website: www.mccannworldgroup.com
Personnel
Chief Executive Officer Eric Chang

MRRM/McCANN

11F, 2, Lane 150, Section 5, Hsin Yi Road,
Taipei 110, Taiwan
Tel: +886 2 2728 9293
Fax: +886 2 2758 5690
Email: jeff.wen@mccann.com
Website: www.mccannworldgroup.com
Personnel
Deputy General Manager Jeff Wen

MILLENNIUM AD TAIWAN

10F-1, 161 Songde Road, Sinyi District,
Taipei 11085, Taiwan
Tel: +886 227283778
Fax: +886 227277378
Email: vincent.wu@1000ad.com.tw
Website: www.facebook.com/MillenniumAd
Personnel
Deputy General Manager Vincent Wu

MOTIVAD

15F-1, 191 FuXing N. Road, Taipei, Taiwan
Tel: +886 227189300; Fax: +886 227183900
Email: annie_hsu@motivad.com.tw
Website: motivad.com.tw
Personnel
Creative Partner Annie Hsu

NAME AND NAME LTD

No. 136, Section 2, Jiafeng 6th Road,
Zhubei City, Hsinchu 30272, Taiwan
Tel: +886 3668 2669; Fax: +886 3658 9129
Email: hello@nameandname.com
Website: www.nameandname.com
Personnel
Executive Creative Director Ian Perkins

NEW YORK DESIGN

23/F, 442 Lungmi Road, Pali District,
NTC00249, New Taipei City, Taiwan
Tel: +886 936 222 555
Email: lamson@newyorkdesign.com.tw
Website: www.newyorkdesign.com.tw
Personnel
Chief Executive Officer Michael Lamson

OGILVY TAIWAN

3/F, 89 Song Ren Road, Taipei 110, Taiwan
Tel: +886 27745 1688; Fax: +886 27745 1393
Email: danielgh.lee@ogilvy.com
Website: www.ogilvy.com.tw
Personnel
Chief Executive Officer Daniel Lee

PMG ASIA PACIFIC PTE LTD - TAIWAN BRANCH OFFICE

Unit 123, 12/F, No. 391, Sec. 4, Xinyi Road,
Taipei, Taiwan
Tel: +886 28789 8299; Fax: +886 22755 6126
Email: contact@pmgasia.com
Website: www.pmgasia.com
Personnel
Business Manager Stacey Chin

REGAL INTERNATIONAL ADVERTISING

14/F, 168 Yung Chi Road, Taipei 110, Taiwan
Tel: +886 22769 1788
Fax: +886 22760 8439
Email: louis@regalad.com.tw
Personnel
Chairman & CEO Louis Tsai

SAATCHI & SAATCHI TAIWAN

4F-B, 18 Nanjing East Road, Section 4,
Taipei, Taiwan
Tel: +886 22577 1211
Email: jj.chang@leoburnett.com.tw
Website: www.saatchi.com
Personnel
Group Chief Executive Officer Margaret Huang

STORM CONSULTING INC

Room 1605, 16/F ITB World Trade Building,
No. 205, Sec. 1, Dunhua S. Road, Taipei 106,
Taiwan
Tel: +886 22740 3886
Fax: +886 22740 3940
Email: margarethsiao@stormcrm.com
Website: www.stormcrm.com
Personnel
General Manager Margaret Hsiao

TAIWAN HAKUHODO INC.

11/F, No. 367, Fushin N. Road,
Songshan District, Taipei 105, Taiwan
Tel: +886 22545 6622
Fax: +886 22545 5596
Website: www.hakuhodo.com.tw

TARGET ADVERTISING AGENCY

9F-1, No. 1 Fu-Hsing North Road,
Taipei 105, Taiwan
Tel: +886 22741 1136
Fax: +886 22741 5749
Email: shermany@targetgroup.com.tw
Personnel
Chief Executive Officer Sherman Yeh

TBWA\TAIWAN

12F, No. 184, Sec. 4, Xinyi Road,
Taipei 106, Taiwan
Tel: +886 22754 8866
Fax: +886 22754 1166
Email: louis.kuo@tbwa.com
Personnel
Managing Director Louis Kuo

UNITED ADVERTISING

5/F, No 56, Lane 321, Yangguang Street,
Neihu District, Taipei 114, Taiwan
Tel: +886 22627 8806
Fax: +886 22627 5856
Email: kathy.chen@ua.com.tw
Website: www.ucgroup.com.tw
Personnel
Chief Executive Officer Vince Cheng

UNITED-ASATSU INTERNATIONAL LTD

13/F, No. 287, Sec. 3, Nan-jing East Road,
Taipei 105, Taiwan
Tel: +886 2871 28555
Fax: +886 2871 29555
Email: barbie@adk.com.tw
Personnel
Managing Director Barbie Lin

Y&R AND WUNDERMAN TAIWAN

6F, No. 31, Land 11, Guangfu North Road,
Taipei 10560, Taiwan
Tel: +886 22748 7879
Fax: +886 22748 7566
Email: jill.chang@wunderman.com
Website: www.yr.com
Personnel
Managing Director Jill Chang

THAILAND

100 RIVERS CO., LTD

1213/442-445 Town in Town Soi 19,
Soi Ladprao 94, Wangthonglang,
Bangkok 10310, Thailand
Tel: +66 2559 3271-4
Fax: +66 2559 2957
Email: ittipol@100rivers.co.th
Website: www.100rivers.co.th
Personnel
Managing Director Ittipol Suererat

ACCESS & ASSOCIATES CO LTD

976/4 Soi Rimklongsamsen Road, Bangkok,
Huaykwang, Bangkok 10310, Thailand
Tel: +66 2641 5300; Fax: +66 2641 5308
Email: wisuth@access.co.th
Website: www.access.co.th
Personnel
Managing Director Wisuth Tantitayapong

AMEX TEAM ADVERTISING LTD

1421 Soi Lat Phrao 94 (Pancha Mit),
Phlapphala, Wang Thonglang,
Bangkok 10310, Thailand
Tel: +66 2094 8422-25; Fax: +66 2094 8426
Email: vscn@amexteam.com
Website: www.amexteam.com
Personnel
Chief Executive Officer Varunee Soonthorncharoenont

ARC WORLDWIDE THAILAND\MSL GROUP

3/F Sindhorn Tower 1, 130-132 Wireless
Road, Lumpini, Patumwan, Bangkok 10330,
Thailand
Tel: +66 2684 5555; Fax: +66 2684 5701
Email: weeranuch.duangpikool@th.arcww.com
Website: www.leoburnett.co.th
Personnel
Business Director Weeranuch Duangpikool

ASATSU (THAILAND) CO., LTD

17th. Fl. Shinawatra Tower III,
1010 Vibhavadi Rangsit Road, Chatuchak,
Bangkok 10900, Thailand
Tel: +66 2949 2800; Fax: +66 2949 2805
Website: www.asatsu.co.th
Personnel
Chief Executive Officer Tetsuya Hisano

ASDIK LTD.

Room No. 1702, 17th Floor,
Shinawatra Tower III, 1010 Vibhavadi Rangsit
Road, Ladyao, Chatuchak,
Bangkok 10900, Thailand
Tel: +66 2949 2800; Fax: +66 2949 2805
Personnel
MD & CEO Tetsuya Hisano

BBDO BANGKOK

968 18th Floor, U Chu Liang Building,
Rama IV Road, Silom, Bangkok,
Bangkok 10500, Thailand
Tel: +66 2637 5999; Fax: +66 2637 5990
Email: alisa@bbdo.co.th
Website: www.bbdoasia.com
Personnel
Chief Executive Officer
..... Somkiat Larptanunchaiwong

BCI ASIA CONSTRUCTION INFORMATION CO LTD

161/1 SG Tower Building, 5F, Room No. 502-
503, Soi Mahadek Luang 3, Rajdamri Road,
Lumpini Sub-district, Pathumwan District,
Bangkok 10330, Thailand
Tel: +66 2090 2100
Fax: +66 2090 2107
Email: saowapa.n@bciasia.com
Website: www.bciasia.com
Personnel
Operation Manager Saowapa Naowaoai

BLUE ORANGE ASIA

8/F Zuellig House, 1 Silom Road, Silom,
Bangkok 10500, Thailand
Tel: +66 2231 8047
Fax: +66 2231 8121
Email: ian@blueorangeasia.com
Website: www.blueorangeasia.com
Personnel
CEO/Executive Creative Director Ian Gerry

BRAND NEW DAY ASIA

Unit 17 10, Level 17, Abdulrahman Place,
990 Rama 4 Road, Silom, Bangkok,
Bangkok 10500, Thailand
Tel: +66 2636 2300; Fax: +66 2636 2301
Email: patrick@brandnewday.asia
Website: www.brandnewday.asia
Personnel
Managing Director Patrick Ashe

BRILLIANT & MILLION CO LTD

1213/447 Town in Town Soi 19,
Wangthonglang, Bangkok 10310, Thailand
Tel: +66 2530 9454; Fax: +66 2530 7520
Email: info@brilliantmillion.com
Website: www.brilliantmillion.com
Personnel
Chief Executive Officer Sorada Sonprasit

CHEIL THAILAND

1 Empire Tower, 42/F, Tower 2,
South Sathorn Road, Yannawa, Sathorn,
Bangkok 10120, Thailand
Tel: +66 2695 9200; Fax: +66 2695 9222
Email: jb.ahn@cheil.com
Website: www.cheil.com
Personnel
President Jaebum Ahn

CHUO SENKO ADVERTISING (THAILAND) CO., LTD.

18th Floor Emporium Tower,
622 Sukhumvit Road, Klongton,
Klongtoey, Bangkok 10110, Thailand
Tel: +66 2664 9700; Fax: +66 2664 9720-21
Email: nippanee.m@chuosenko.co.th
Website: www.chuosenko.co.th
Personnel
Chairman & CEO Koji Yamada

CREATIVE JUICE\BANGKOK

153/3 Golden Pavilion Bldg. 7th Floor,
Soi Mahadluang, Rajdamri Road,
Bangkok 10330, Thailand
Tel: +66 2650 4546; Fax: +66 2650 4540
Email: pongsuree.asanasen@
creativejuicebangkok.com
Website: www.creativejuicebangkok.com
Personnel
Chief Executive Officer Pongsuree Asanasen

CREATIVE JUICE\WORLDGROUP

153/3 Golden Pavilion Building, 7th Floor,
Soi Mahadluang, Rajdamri Road,
Bangkok 10330, Thailand
Tel: +66 2650 4546; Fax: +66 2650 4540
Email: witawat.jayapani@
creativejuicebangkok.com
Website: www.creativejuicebangkok.com
Personnel
Worldwide Chairman Witawat Jayapani

DAI-ICHI KIKAKU (THAILAND) CO., LTD

23F Shinawatra Tower III,
1010 Vibhavadi Rangsit Road, Chatuchak,
Bangkok 10900, Thailand
Tel: +66 2949 2700; Fax: +66 2949 2777
Email: hisano@dik.co.th
Website: www.dik.co.th/en/#dik-thailand
Personnel
Managing Director, CEO Tetsuya Hisano

DELPHYS HAKUHODO (THAILAND) CO., LTD.

32/F, Athenee Tower, 63 Wireless Road, Lumpini,
Pathumwan, Bangkok 10330, Thailand
Tel: +66 2168 8300; Fax: +66 2168 8281
Website: www.delphyshakuodo.com

DENTSU AEGIS NETWORK THAILAND

968 U Chu Liang Bldg., 36/F, Rama IV Road,
Silom, Bangkok, Bangkok 10500, Thailand
Tel: +66 2632 4589; Fax: +66 2632 4598
Email:
Amornsak.Sakpuaram@dentsuaegis.com
Website: www.dentsuaegisnetwork.com/
asiapacific
Personnel
Country CEO Amornsak Sakpuaram
Dentsu Thailand CEO Narong Tresuchon
Dentsu One President & CEO Yuichi Toyoda

FAR EAST FAME LINE DDB PLC.

465/1-467 Si Ayutthaya Road,
Thungphayathai, Ratchathewi,
Bangkok 10400, Thailand
Tel: +66 2354 3555/+66 2354 3333
Email: chalinee@fareastfamineddb.com
Website: www.fareastfamineddb.com
Personnel
Chairman Wichar Lalaitasakool

FCB BANGKOK

159/25 Serm-Mit Tower 16F, Sukhumvit 21
Road (Asoke), North Klongtoey, Wattana,
Bangkok 10110, Thailand
Tel: +66 2261 4240-45; Fax: +66 2261 4246-47
Email: gm@fcbbangkok.com
Website: www.fcbbangkok.com
Personnel
Managing Director Tutiya Disphanurat

FORMAT & PARTNERS LTD

126/33 Park Avenue 2nd Floor,
Soi Ekamai (Sukhumvit 63), Sukhumvit Road,
Bangkok 10110, Thailand
Tel: +66 2392 8122
Fax: +66 2392 8124
Email: sommit@formatpte.com
Website: www.formatpte.com
Personnel
Managing Director Sommit Barpuyawart

GREY GROUP THAILAND

1028/5 Pongamorn Building, Rama 4 Road,
Thungmahamek, Sathorn, Bangkok 10120
Thailand
Tel: +66 2679 8599
Fax: +66 2679 8598
Email: raju.alluri@grey.com
Website: www.grey.com/thailand
Personnel
Area Director & CEO of Grey Group
Singapore & Thailand Subbaraju Alluri

GREYnJ UNITED

1028/5 Pongamorn Building, Rama 4 Road,
Thungmahamek, Sathorn, Bangkok 10120
Thailand
Tel: +66 2679 8599
Fax: +66 2679 8598
Email: raju.alluri@grey.com
Website: www.grey.com/thailand
Personnel
Area Director & CEO of Grey Group
Singapore & Thailand Subbaraju Alluri

HAKUHODO (BANGKOK) CO., LTD.

16th Fl., Tonson Tower, 900 Ploenchit Road,
Lumpini, Pathumwan, Bangkok 10330,
Thailand
Tel: +66 2257 0533
Fax: +66 2257 0545
Website: www.hakuodobangkok.com

HAKUHODO ASIA PACIFIC CO., LTD.

15th Fl., Tonson Tower, 900 Ploenchit Road,
Lumpini, Pathumwan, Bangkok 10330,
Thailand
Tel: +66 2257 0399
Fax: +66 2257 0396

HAVAS RIVERORCHID BANGKOK

2 Jasmine City Building, 20/F, Unit B,
Soi Sukhumvit 23, Sukhumvit Road,
Klongtoey-Nua, Wattana, Bangkok 10110,
Thailand
Tel: +66 2022 6300
Fax: +66 2022 6399
Email: santiphong.p@havas-ro.com
Website: havas-ro.com
Personnel
Founding Partner & CEO
..... Santiphong Pimolsaengsuriya (Pick)

HILL ASIA CO., LTD. (HAKUHODO INSTITUTE OF LIFE AND LIVING ASEAN)

15F, Tonson Tower, 900 Ploenchit Road, Lumpini,
Pathumwan, Bangkok 10330, Thailand
Tel: +66 2257 0399
Fax: +66 2257 0396
Website: hillasean.com

J. WALTER THOMPSON BANGKOK

8/F, FYI Center, 2525 Rama 4 Road,
Klongtoei, Bangkok 10110, Thailand
Tel: +66 2204 8000; Fax: +66 2260 1061

Email: maureen.tan@jwtk.com

Website: www.jwtk.com

Personnel

Chief Executive Officer Maureen Tan

KANTAR TNS (THAILAND)

15F Rajanakarn Building, 3 South Sathorn
Road, Yannawa Sathorn, Bangkok 10120,
Thailand

Tel: +66 2640 7188

Email: suvimon.anantapong@tnsglobal.com

Website: www.tnsglobal.com

Personnel

Marketing and PR Suvimon Anantapong

THE LEO BURNETT GROUP THAILAND

3/F Sindhorn Tower 1, 130-132 Wireless
Road, Lumpini, Patumwan, Bangkok 10330,
Thailand

Tel: +66 2684 5555; Fax: +66 2684 5500

Email:

Songkran.Sethesompobe@leoburnett.co.th

Website: www.leoburnett.co.th

Personnel

Chief Executive Officer

..... Songkran Sethesompobe

MCCANN WORLDGROUP

98 Sathorn Square Office Tower,
25th-26th Floor, North Sathorn Road, Silom,
Bangrak, Bangkok 10500, Thailand

Tel: +66 2343 6000

Fax: +66 2343 6006

Email: yupin.muntzing@mccannwg.com

Website: www.mccannworldgroup.com

Personnel

Chief Executive Officer Yupin Muntzing

MCCANN

98 Sathorn Square Office Tower,
25th-26th Floor, North Sathorn Road, Silom,
Bangrak, Bangkok 10500, Thailand

Tel: +66 2343 6000; Fax: +66 2343 6006

Email: yupin.muntzing@mccannwg.com

Personnel

Chief Executive Officer Yupin Muntzing

MRM//MCCANN

98 Sathorn Square Office Tower,
25th-26th Floor North Sathorn Road, Silom,
Bangrak, Bangkok 10500, Thailand

Tel: +66 2343 6000; Fax: +66 2343 6007

Email: sukitt.kittinuntakul@mrmmccann.com

Website: www.mrm-mccann.com

Personnel

Deputy General Manager

..... Sukitt Kittinuntakul

WEBER SHANDWICK

98 Sathorn Square Office Tower,
25th-26th Floor, North Sathorn Road, Silom,
Bangrak, Bangkok 10500, Thailand

Tel: +66 2343 6000; Fax: +66 2343 6003

Email: skelly@webershandwick.asia

Website: www.webershandwick.asia

Personnel

Managing Director Stuart Kelly

CRAFT WORLDWIDE

98 Sathorn Square Office Tower,
25th-26th Floor, North Sathorn Road, Silom,
Bangrak, Bangkok 10500, Thailand

Tel: +66 2343 6000

Fax: +66 2343 6006

Email: yupin.muntzing@mccannwg.com

Website: www.craftww.com

Personnel

Chief Executive Officer Yupin Muntzing

MEDIAKEYS THAILAND

205/19-21 Soi Thonglar, Sukhumvit 55,
North Klongtan, Wattana, Bangkok 10110,
Thailand

Tel: +66 (0)6 1892 4311

Email: sunkyung.choi@mediakeys.com

Website: www.comkeys.com

Personnel

Managing Director Sunkyung Choi

MONDAY PEOPLE CO., LTD

989 Siam Piwat Tower, 16th Floor Unit A1,
Rama I Road, Patumwan, Bangkok 10330,
Thailand

Tel: +66 2658 1444

Fax: +66 2658 1455

Email: phanida.phromchanya@monday.co.th

Website: www.monday.co.th

Personnel

Chief Business Officer, AMD

..... Phanida Phromchanya

MORGAN & PRESTON

8/1 Sukhumvit Soi 61 (Sreshtheputra),
Sukhumvit Road Nua, Wattana,
Bangkok 10110, Thailand

Tel: +66 8259 8633

Email: mp@morganpreston.com

Website: www.morganpreston.com

Personnel

Executive Director Paolo Perelli

MULLENLOWE OPEN THAILAND

1 Empire Tower, 28th Floor, South Sathorn
Road, Bangkok 10120, Thailand

Tel: +66 2627 7000

Fax: +66 2627 7016

Email: neil.holt@mullenlowe.com

Website: thailand.mullenlowe.com

Personnel

CEO Greater Mekong Neil Holt

MULLENLOWE THAILAND

1 Empire Tower, 28th Floor, South Sathorn
Road, Bangkok 10120, Thailand

Tel: +66 2627 7000

Fax: +66 2627 7011-12

Email: neil.holt@mullenlowe.com

Website: thailand.mullenlowe.com

Personnel

CEO Greater Mekong Neil Holt

NUMBERS 10 RESEARCH CO., LTD.

7th Floor, Room 7-01, Ploenchit Center
Building, 2 Sukhumvit Rd., Klongtoey,
Bangkok 10110, Thailand

Tel: +66 2656 7921

Email: theeravee@numbers10research.com

Website: www.numbers10research.com

Personnel

Managing Director .. Theeravee Ungkuvorakul

OGILVY BANGKOK

14th-15th Floor, The Offices at Centralworld,
999/9 Rama I Road, Patumwan,
Bangkok 10330, Thailand

Tel: +66 2205 6000

Fax: +66 2205 6168

Email: punnee.chaiyakul@ogilvy.com

Website: www.ogilvy.com

Personnel

Chairman Punnee Chaiyakul

PMG INTEGRATED COMMUNICATIONS (THAILAND) CO. LTD.

152 Chartered Square Building, 12th Floor,
Unit 12-05B, North Sathorn Road, Silom,
Bangrak, Bangkok 10500, Thailand

Tel: +66 2236 2451

Fax: +66 2236 2452

Email: contact@pmgasia.com

Website: www.pmgasia.com

Personnel

Account Director Noppamas Chotechoei

PRAKIT ADVERTISING LIMITED

88 Soi Sukhumvit 62 Section 3,
Sukhumvit Road, Phra Kanong Tai,
Phra Kanong, Bangkok 10260, Thailand

Tel: +66 27 15 3000

Fax: +66 2332 8522

Email: apirak@prakit.com

Website: www.prakitadvertising.com

Personnel

Managing Director Apirak Apisarn

PRODUCTS (BANGKOK) CO., LTD.

15/F, Tonson Tower, 900 Ploenchit Road,
Lumpini, Pathumwan, Bangkok 10330,
Thailand

Tel: +66 2257 0300

Fax: +66 2257 030

PUBLICIS (THAILAND) LIMITED

130-132 Sindhorn Building, Tower 3, 25th
Floor, Wireless Road, Lumpini, Pathumwan,
Bangkok 10330, Thailand

Tel: +66 2685 2777

Fax: +66 2685 2702

Email: chris.duffy@publicis.co.th

Personnel

Chief Executive Officer Chris Harcourt Duffy

SAATCHI & SAATCHI THAILAND

25/F Sindhorn Tower 3, 130-132 Wireless
Road, Kwaeng Lumpini, Khet Patumwan,
Bangkok 10330, Thailand

Tel: +66 2640 4700

Fax: +66 2640 4701

Email:

Kannikar.Kamolkasemsilp@saatchi.com

Website: www.saatchi.com

Personnel

General Manager Kannikar Kamolkasemsilp

SOCIUS CO., LTD.

159/25 Serm-Mit Tower 16th Floor,
Sukhumvit 21 Road (Asoke),
North Klongtoey, Wattana,

Bangkok 10110, Thailand

Tel: +66 2261 9701

Fax: +66 2261 9705

Website: www.sociusbkk.com

Thailand/Vietnam

SPA-HAKUHODO CO., LTD.

8/F Rajapark Building, 163 Sukhumvit 21 (Sai Asoke) Wattana, Bangkok 10110, Thailand
Tel: +66 2259 0310; Fax: +66 2258 9188
Email: somchai.b@spahakuhodo.com
Website: www.spahakuhodo.com

Personnel

Chief Executive Officer

Somchai Budsaratagoon

SPICY H CO., LTD

15/F Rajapark Building, 163 Sukhumvit 21 Road (Sai Asoke), Wattana, Bangkok 10110, Thailand
Tel: +66 2259 8219; Fax: +66 2259 8225
Email: Teruhisa.ito@hakuohodo.co.jp
Website: www.spicyh.com

Personnel

Chief Executive Officer Teruhisa Ito

SUPERUNION

14F, The Offices at Centralworld, 999/9 Rama I Road, Patumwan, Bangkok 10330, Thailand
Tel: +66 2205 6000; Fax: +66 2205 6565
Email: bangkok@superunion.com
Website: www.superunion.com

Personnel

Managing Director... Gunpong Panthongprasert

TBWA/THAILAND CO., LTD

153/3 Golden Pavilion Building, Fl. 1-2, Soi Mahaduang, Rajdamri Road, Bangkok 10330, Thailand
Tel: +66 2687 7400; Fax: +66 2652 1121
Email: chairpranin.visudhipol@tbwathailand.com
Website: www.tbwathailand.com

Personnel

Chairman Chairpranin Visudhipol

Y&R THAILAND

989 Siam Piwat Tower, 17F, Rama I Road, Patumwan, Bangkok 10330, Thailand
Tel: +66 2658 0999; Fax: +66 2658 0995
Email: ketchayong.skowratananont@yr.com
Website: www.yr.co.th

Personnel

Chief Executive Officer

Ketchayong Skowratananont

VIETNAM

AMBROSIA VIETNAM CO LTD

L2-08.0T02 Landmark 2, Vinhomes Central Park, 720A Dien Bien Phu Street, Ward 22, Binh Thanh District, Ho Chi Minh City, Vietnam
Tel: +84 28 3820 8111
Email: darrell@ambrosia.com.sg
Website: ambrosia.com.vn

Personnel

Managing Director Darrell Lee

APRIL

Level 8, Bcons Tower, 176/6 Nguyen Van Thuong Street, Ward 25, Binh Thanh District, Ho Chi Minh City, Vietnam
Tel: +84 286267 6444; Fax: +84 286267 5444
Email: duy@april.com.vn
Website: www.april.com.vn

Personnel

Managing Director Duy Pham

ASATSU-DK VIETNAM INC.

18th Floor, 180-192 Nguyen Cong Tru Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3821 8852
Fax: +84 28 3821 8860

Personnel

Managing Director Hideki Ota

ATTENTION VIETNAM

3rd Floor GB Land Building, 55 Truong Dinh Street, District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 3930 0686
Email: phichan@attdesign.vn
Website: www.attdesign.vn

Personnel

Managing Director Phi Chan Nguyen

BATES CHI&PARTNERS VIETNAM

Suite 1801, Level 18, Centec Tower, 72-74 Nguyen Thi Minh Khai Street, District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 3821 8632
Fax: +84 28 3821 8634
Email: tue.nguyen@bateschi.com
Website: www.bateschi.com

Personnel

Managing Director Tue Nguyen

BBDO VIETNAM

18 Hai Ba Trung, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3822 6662
Fax: +84 28 3822 6995
Email: giao.phan@bbdo.vn
Website: www.bbdoasia.com

Personnel

Managing Director Giao Phan

BCI ASIA VIETNAM CO LTD

Block A1, 13/F Viettel Tower, 285 Cach Mang Thang Tam Street, Ward 12, District 10, Ho Chi Minh City, Vietnam
Tel: +84 28 6256 1010
Fax: +84 28 6256 0880
Email: hcmc@bciasia.com
Website: www.bciasia.com

Personnel

General Manager Anh Vo

BRANDTALK VIETNAM

R4-54 Hung Gia 5, Phu My Hung, District 7, Ho Chi Minh City, Vietnam
Tel: +84 28 5413 7939
Fax: +84 28 5413 7938
Email: contact@brandtalk.vn
Website: brandtalk.vn

Personnel

Chief Executive Officer Khai Vuong

CHEIL VIETNAM

21/F, No. 02 Hai Trieu, Ben Nghe Ward, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3915 6099
Fax: +84 28 3915 6098
Email: miles.lee@samsung.com
Website: www.cheil.com

Personnel

President Junghyun Lee

THE CIRCLE - BRANDING PARTNERS

7th Floor - GIC Tower, 36 Mac Dinh Chi, Da Kao Ward, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 6291 8445
Fax: +84 28 6291 8454
Email: lennart@circle-branding.vn
Website: circle-branding.vn

Personnel

Managing Partner Lennart Schaberg

COWAN BRAND DESIGN

7th floor, Bitexco Financial Tower, 02 Hai Trieu street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3821 3064
Email: uyennpn@cowan.com
Website: www.cowan.com

Personnel

Account Director Vietnam Uyen Pham

CRUNCHY FROG

15 Quang Khanh, Quang An Ward, Tay Ho District, Hanoi, Vietnam
Tel: +84 2437 188 110
Email: sarah@crunchyfrogdesign.com
Website: www.brandingvietnam.com

Personnel

Strategic Director Sarah Bartholomew

DAIKO VIETNAM COMPANY LIMITED

Level 5, Ito Tower Building, 49 Pham Ngoc Thach St, Ward 6, District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 6297 9977
Fax: +84 28 6297 9966
Email: info@daiko.com.vn
Website: www.daikovieta.com.vn

Year Established

2006

Personnel

Director Iwata Keiichi
Deputy Director Imamura Nobuto
Sales Managers Yuta Takada
..... Sakagawa Masahiro
..... Kinoshita Masashi
..... Huu Tam Hao Le
..... Minh Hung Tran

No. of Employees

65

Branches/Affiliates

The Representative of Daiko Vietnam in Hanoi

Trade Membership

JBAH (Japanese Business Association of HCMC)

Company Profile

As a subsidiary of Daiko Japan, Daiko Vietnam is an advertising company. Playing as a bridge between customers and brands, with strong emphasis on creativity, effectiveness and efficiency for every advertising project, Daiko Vietnam has gained more customers' recognition.

DDB VIETNAM

21 Phung Khac Khoan Street, Da Kao Ward, Dist 1, HCMC, Vietnam
Tel: +84 3824 0888
Fax: +84 3827 2875
Email: om@v.ddb.com
Website: www.ddb.com

Personnel

Managing Director Olaf Mueller

TRIBAL WORLDWIDE VIETNAM

21 Phung Khac Khoan Street, Da Kao Ward,
Dist 1, HCMC, Vietnam
Tel: +848 3824 0888
Fax: +848 3827 2875
Email: om@vn.ddb.com
Website: www.ddb.com
Personnel
Managing Director Olaf Mueller

DECISION LAB - VIETNAM

44 Floor - Bitexco Financial Tower, 2 Hai Trieu,
District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3915 1919
Email: decision@decisionlab.co
Website: www.decisionlab.co
Personnel
Founder Thue Quist Thomasen

**DELTA ENGAGEMENT
COMMUNICATIONS**

54-56 Hoa Pao, Ward 2, Phu Nhuan District,
Ho Chi Minh City, Vietnam
Tel: +84 28 3517 2620; Fax: +84 28 3517 3780
Email: minhhuong.tran@delta.vn.net
Website: delta.vn.net
Personnel
General Director Huong Tran

**DENTSU AEGIS NETWORK
VIETNAM**

19/F Vincom Center, 72 Le Thanh Ton Street,
Ben Nghe Ward, District 1, Ho Chi Minh City,
Vietnam
Tel: +84 28 3823 3588
Fax: +84 28 3823 3589
Email: Sanjay.Bhasin@dentsuaegis.com
Website: www.dentsuaegisnetwork.
com.asiapacific
Personnel
Indochina CEO, Dentsu Aegis Network
..... Sanjay Bhasin

**DGECKO DESIGN & CONCEPT
STUDIO LTD.**

Level 15, W106, 4S Riverside Garden, Road
17, Hiep Binh Chanh Ward, Thu Duc District,
Ho Chi Minh City, Vietnam
Tel: +84 915 189935
Email: contact@d-gecko.com
Website: www.d-gecko.com
Personnel
Creative Director Matin Tran

DINOSAUR VIETNAM

Room 2501, Block G - The Manor 2 Tower,
92 Nguyen Huu Canh Street, 22 Ward,
Binh Thanh District, Ho Chi Minh City, Vietnam
Tel: +84 28 6285 3330
Email: us@dinosaur.vn
Website: www.dinosaur.vn
Personnel
Managing Director Brandy Vu

EPINION

11/F Dinh Le Building, 1 Dinh Le Street,
District 4, Ho Chi Minh City, Vietnam
Tel: +84 28 3826 8989
Email: vttt@epinionglobal.com
Website: www.epinionglobal.com
Personnel
Deputy Managing Director, Vietnam
..... Le Xuan Binh

GAMMA EXHIBITION & INTERIOR

3/F, 55 Truong Quoc Dung, Ward 10,
Phu Nhuan District, Ho Chi Minh City, Vietnam
Tel: +84 28 3844 5645; Fax: +84 28 3844 5646
Email: anh.mai@gamma-vn.com
Website: gamma-vn.com
Personnel
General Director Anh Mai

GAZEFI EVENTS VIETNAM

278 Nguyen Dinh Chieu Ward 6, District 3,
Ho Chi Minh City, Vietnam
Tel: +84 28 3930 5554; Fax: +84 28 3930 5592
Email: thuan.nguyen@gazefi.com
Website: www.gazefi.com
Personnel
Managing Director Nguyen Thi Bich Thao

**GEOMETRY GLOBAL VIETNAM /
HO CHI MINH**

Centec Tower, 8F, 72-74 Nguyen Thi Minh
Khai Street, District 3, Ho Chi Minh City,
Vietnam
Tel: +84 28 3822 5753
Email: brown.smiley@geometry.com
Website: www.geometry.com
Personnel
Managing Director Brown Smiley

GREY GROUP VIETNAM

G/F, Star Building, 33 Bis Mac Dinh Chi Street,
Da Kao Ward, Dist 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3827 3860; Fax: +84 28 3827 3861
Email: sandip.rakhit@grey.com
Website: www.grey.com/vietnam
Personnel
Chief Executive Officer Sandip Rakhit

GREY HO CHI MINH CITY

G/F, Star Building, 33 Bis Mac Dinh Chi Street,
Da Kao Ward, Dist 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3827 3860; Fax: +84 28 3827 3861
Email: sandip.rakhit@grey.com
Website: www.grey.com/vietnam
Personnel
Chief Executive Officer,
Grey Group Vietnam
..... Sandip Rakhit

**HAKUHODO - HANOI
REPRESENTATIVE OFFICE**

Unit 1108 11th Fl., Indochina Plaza Hanoi
Tower, 241 Xuan Thuy Street, Dich Vong Hau
Ward, Cau Giay District, Hanoi, Vietnam
Tel: +84 24 3226 2839
Fax: +84 24 3226 2838

**HAKUHODO & SAIGON
ADVERTISING CO., LTD.**

10th Fl., Room 6, Saigon Centre,
65 Le Loi Street, District 1,
Ho Chi Minh City, Vietnam
Tel: +84 28 3825 0140
Fax: +84 28 3825 0143
Website: www.hakuhodosac.com

HAKUHODO VIETNAM CO., LTD.

5th Fl., Saigon Centre, 65 Le Loi Street,
District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3914 3102
Fax: +84 28 3914 3108
Personnel
General Director Kotalsobe

HAPPINESS VI NA CO., LTD.

180 Street Nr. 40, Tan Quy Dong Residence
Area, Tan Phong Ward, District 7,
Ho Chi Minh City, Vietnam
Tel: +84 8 3775 4949; Fax: +84 8 3775 4795
Email: alan@happiness-saigon.com
Website: happiness-saigon.com
Personnel
CEO & Co-Founder Alan Cerutti

HAVAS VIETNAM

SFC Building, 1F, No. 09, Dinh Tien Hoang
Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 6299 0072
Email: tronghung@havasmedia.com
Website: www.havasmedia.asia
Personnel
Chief Executive Officer Do Trong Hung

J. WALTER THOMPSON VIETNAM

Level 2, The President Place, 93 Nguyen Du
Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 6287 9297
Email: saby.mishra@jwtk.com
Website: www.jwt.com/vietnam
Personnel
Chief Executive Officer, Vietnam.. Saby Mishra

KANTAR TNS (HO CHI MINH CITY)

Agrex Building, 58 Vo Van Tan Street,
District 3, Ho Chi Minh City 7000, Vietnam
Tel: +84 28 3930 6631
Email: Thu.Lam@tnsglobal.com
Website: www.tnsglobal.com
Personnel
Marketing and PR Tan Thu Lam

KANTAR TNS VIETNAM (HANOI)

5th Floor, Han Viet Tower, 203 Minh Khai,
Hai Ba Trung District, Hanoi, Vietnam
Tel: +84 28 3930 6631
Email: Thu.Lam@tnsglobal.com
Website: www.tnsglobal.com
Personnel
Marketing and PR Tan Thu Lam

KANTAR WORLD PANEL VIETNAM

58 Vo Van Tan, Ward 6, District 3,
Ho Chi Minh City, Vietnam
Tel: +84 28 3930 6631; Fax: +84 28 3930 6632
Email:
david.anjoubault@kantarworldpanel.com
Website: www.kantarworldpanel.com.vn
Personnel
General Manager David Anjoubault

KEY COMMUNICATIONS

21/14 Xo Viet Nghe Tinh Street, Ward 17,
Binh Thanh District, Ho Chi Minh City, Vietnam
Tel: +84 28 3514 6121; Fax: +84 28 3514 7779
Email: thuy.cao@keycom.com.vn
Website: keycom.com.vn
Personnel
Director Cao Thi Thu Thuy

LEO BURNETT/M&T VIETNAM

1F, River Garden, 170 Nguyen Van Hung
Street, Thao Dien Ward, District 2,
Ho Chi Minh City, Vietnam
Tel: +84 28 3519 2552; Fax: +84 28 3519 2550
Email: lukasz.roszczyc@leoburnett.com.vn
Website: www.leoburnett.com
Personnel
Managing Director Lukasz Roszczyc

MMS COMMUNICATIONS VIETNAM CO LTD

170, Nguyen Van Hung Street, Thao Dien Ward, District 2, Ho Chi Minh City, Vietnam
Tel: +84 28 6281 4060
Email: tran.nguyen@saatchivn.com
Website: www.saatchi.com
Personnel
Chief Executive Officer Mai Huong

MULLENLOWE VIETNAM

Level 18, Bitexco Financial Tower, 2 Hai Trieu Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3914 1765; Fax: +84 28 3914 1775
Email: neil.holt@mullenlowe.com
Website: vietnam.mullenlowe.com
Personnel
CEO Greater Mekong Neil Holt

N-EQUALS VIETNAM

5/F, 150/9 Nguyen Trai, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3925 3580
Email: robert@n-equals.com
Website: www.n-equals.com
Personnel
Managing Director Robert van der Klink

OGILVY HO CHI MINH CITY

Centec Tower 12F, 72-74 Nguyen Thi Minh Khai St., District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 3821 9529
Fax: +84 28 3821 9549
Email: trongduc.nguyen@ogilvy.com
Website: www.ogilvy.com
Personnel
Chief Executive Trong Duc Nguyen

OHYEAH COMMUNICATIONS

B401, Sreec Tower, Truong Sa Street, Ward 12, District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 6684 2237
Email: duong.vo@ohyeah.vn
Website: www.ohyeah.vn
Personnel
CEO & Founder Duong Vo

PHIBIOUS VIETNAM

7/F, 11 Bis Nguyen Gia Thieu Street, Ward 6, District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 3933 3377; Fax: +84 28 3930 9645
Email: nicole@phibious.com
Website: www.phibious.com
Personnel
General Manager Nicole Marold

PRAKIT ADVERTISING VIETNAM

13D Phan Chu Trinh Street, Ward 2, Binh Thanh District, Ho Chi Minh City, Vietnam
Tel: +84 28 3551 2202; Fax: +84 28 3551 3800
Email: ratchanee@prakit.vn
Website: www.praakit.vn
Personnel
General Manager Ratchanee Leksiripong

PUBLICIS VIETNAM

170 Nguyen Van Hung, Thao Dien, Ho Chi Minh City, Vietnam
Tel: +84 28 6281 4060
Email: sha.jahan@publicisvn.com
Website: www.publicisgroupe.com
Personnel
Planning Director Sha Jahan

QUO INDOCHINA CO LTD

Rm 405B, 4/F, 140 Nguyen Van Thu Street, Da Kao Ward, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 391 00839
Fax: +84 28 391 00779
Email: yen.ly@quo-global.com
Website: www.quo-global.com
Personnel
Country Manager Yen Ly Graham-Crichton

REACH COMMUNICATIONS

55 Truong Quoc Dung, Ward 10, Phu Nhuan District, Ho Chi Minh City, Vietnam
Tel: +84 28 3517 2948; Fax: +84 28 3517 3780
Website: http://reach-vn.com
Personnel
Chief Executive Officer Nguyen Thi Phuong Trang

RED CAT MOTION

137 Le Quang Dinh Street, Ward 14, Binh Thanh District, Ho Chi Minh City, Vietnam
Tel: +84 28 6258 3386
Email: leodinh@redcatmotion.com
Website: redcatmotion.com
Personnel
CEO/Creative Director Leo Dinh

REDDER ADVERTISING JOINT STOCK CO.

Level 3-6, 150 Bis Le Thi Hong Gam, District 1, Ho Chi Minh City, Vietnam
Tel: +84 8 3822 3774; Fax: +84 8 3822 6157
Email: hung.vo@redder.vn
Website: www.redder.vn
Personnel
Chief Executive Officer Hung Vo

RICE CREATIVE

90 Nguyen Dinh Chieu Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3822 9559
Email: joshua@rice-creative.com
Website: www.rice-creative.com
Personnel
Partner & Creative Director Joshua James Breidenbach

SAATCHI & SAATCHI VIETNAM

170 Nguyen Van Hung, Thao Dien, Ho Chi Minh City, Vietnam
Tel: +84 28 6281 4060
Email: firzan.mulafer@publicisvn.com
Website: www.saatchi.com
Personnel
General Manager Firzan Mulafer

SAO KIM BRAND SOLUTION CO LTD

18F, Hapulico Complex, 85 Vu Trong Phung Street, Thanh Xuan District, Hanoi, Vietnam
Tel: +84 24 6285 7857; Fax: +84 24 6282 4370
Email: contact@saokim.com.vn
Website: www.saokim.com.vn
Personnel
Managing Director Nguyen Tuan Hung

SHIBUYA CROSSING

96/50 Dang Thuy Tram, Ward 13, Binh Thanh District, Ho Chi Minh City, Vietnam
Tel: +84 7766 86068
Email: vinhquang@schoolmedia.vn
Website: www.schoolmedia.vn
Personnel
Director Dang Vinh Quang

SQUARE EXPERIENTIAL COMMUNICATIONS

6/F, 55 Truong Quoc Dung, Ward 3, Phu Nhuan District, Ho Chi Minh City, Vietnam
Tel: +84 28 3517 2620; Fax: +84 28 3517 3780
Email: ngocbich.thai@square-vn.com
Website: square-vn.com
Personnel
Chief Executive Officer Bich Thai

TAN CUONG MINH LTD., COMPANY

A15-17 Bach Dang 1, Tan Binh District, Ho Chi Minh City, Vietnam
Tel: +84 28 3547 4168; Fax: +84 28 3547 4167
Email: info@tcmcompany.com
Website: www.tcmcompany.com
Personnel
Managing Director Nguyen Xuan Dang Huy

TBWA VIETNAM

Level 4, #9 Dinh Tien Hoang, Da Kao Ward, District 1, Ho Chi Minh City, Vietnam
Tel: +84 8 3824 5315; Fax: +84 8 3823 9986
Email: kieu.huynh@tbwa.com
Website: www.tbwa.com.vn
Personnel
Managing Director Tan Nguyen (Sunshine)

UNBLUR CREATIVE

6th Floor, DC Building, 144 Doi Can Street, Doi Can Ward, Ba Dinh District, Hanoi 100000, Vietnam
Tel: +84 24 3232 1139
Email: meet.me@unblur.com.vn
Website: www.unblur.com.vn
Personnel
Founder & CEO Huyen Le

VCCORP CORPORATION

Level 17, 19, 20, 21 Center Building, Hapulico Complex, No.1 Nguyen Huy Tuong Street, Thanh Xuan District, Hanoi, Vietnam
Tel: +84 24 7309 5555
Fax: +84 24 3974 3413
Email: ngoconguyendang@vccorp.vn
Website: www.vccorp.vn
Personnel
Deputy Director of VCCorp Nguyen Dang Ngoc

VIETNAM MARKETING CENTRE (VMCD CO LTD)

36 Ba Huyen Thanh Quang Street, Ward 6, District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 3930 3023
Fax: +84 28 3930 0860
Email: lananh@vmcd.com.vn
Personnel
Managing Director Nguyen Lan Anh

Y&R INDOCHINA/ VIETNAM

12/F, HMC Tower, 193 Dinh Tien Hoang Street, Da Kao Ward, District 1, Ho Chi Minh City 70000, Vietnam
Tel: +84 28 3825 8351
Fax: +84 28 3825 8352
Email: rachel.laffey@yr.com
Website: yrindochina.com
Personnel
General Manager Rachel Laffey

Communications & PR

REGIONAL

APCO WORLDWIDE (ASIA)

137 Market Street, #16-01, Singapore 048943
Tel: +65 6922 0555
Email: jyi@apcoworldwide.com
Website: www.apcoworldwide.com

Personnel

Managing Director, Southeast Asia & Korea
.....James Yi

BRODEUR PARTNERS, ASIA PACIFIC

3/F Decks Building 8, Bongeunsa-ro 68 gil,
Gangnam-gu, Seoul 135-509, Korea
Tel: +82 26253 4038; Fax: +82 26253 4055
Email: grace@brodeurap.com
Website: www.brodeur.kr

Personnel

Managing Director Grace Kim

BURSON COHN & WOLFE (BCW) ASIA PACIFIC

23/F Chinachem Exchange Square,
1 Hoi Wan Street, Quarry Bay, Hong Kong
Tel: +852 2880 0229; Fax: +852 2856 1101
Email: Matt.Stafford@cohnwolfe.com
Website: www.burson-marsteller.com;
www.cohnwolfe.com

Personnel

President, Asia Pacific Matt Stafford

CITIGATED DEWE ROGERSON

15/F Chinachem Hollywood Centre,
1 Hollywood Road Central, Hong Kong
Tel: +852 3103 0100
Fax: +852 2524 5599
Email: charlotte.bilney@
citigatedewerogerson.com
Website: www.citigatedewerogerson.com

Personnel

Co-CEO Asia Pacific Charlotte Bilney

EDELMAN ASIA PACIFIC

Room 701 Central Plaza, 18 Harbour Road,
Wanchai, Hong Kong
Tel: +852 2804 1338
Fax: +852 2804 1303
Email: relationships@edelman.com
Website: www.edelman.com

Personnel

APAC CEO Jesse Lin



CREATION

40A Orchard Road,
#07-01 The MacDonald House,
Singapore 238838
Tel: +65 6825 8000
Email: mabel.phoon@creation.io
Website: www.creation.io

Personnel

Executive Vice President Mabel Phoon

Branches/Affiliates

The Creation Asia Pacific network stretches across mainland China, Australia, Korea, Hong Kong, India, Indonesia, Singapore, Japan, Malaysia, the Philippines, Taiwan and Thailand.

Company Profile

Creation is a full-service global communications agency. Our purpose is to open minds – to create ideas that inspire people to think, behave and do things differently. Ideas that are powerful enough to drive internal and external communications across any channel, in any format; to engage audiences through every touch point they experience a brand or participate in its story. This informs everything we do, always. And with a canvas this big, we never limit ourselves to just one fixed point of view. We're media, platform and channel agnostic. We're a team of inquisitive, playful problem-solvers who mix scientific rigour with creativity to get to the very core of how communications can inspire outcomes. Part of the Interpublic Group of companies, Creation combines the global resources and scale of IPG with the agility and entrepreneurial spark of a boutique.

DEVRIES GLOBAL

9/F, Oxford House, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 6750 9317
Email: AVEjarano@devriesglobal.com
Website: www.devriesglobal.com

Personnel

Regional MD Andres Vejarano

Branches/Affiliates

DeVries Global has established offices in New York, London, Beijing, Shanghai, Taipei, Hong Kong and Singapore that bring together globally-minded and digitally-immersed experts with strong consumer/public relations experience in the lifestyle, beauty and F&B arenas. Additionally, DeVries Global has a holistic international alliance with sister members of the Interpublic Group (NYSE:IPG).

Company Profile

DeVries Global connects leading lifestyle brands with consumers across through culturally inspired content and influencer advocacy. We leverage Asia's diverse media and social landscape to attract new consumers for our clients and develop regional brand ambassadors. We specialise in elevating aspirational editorial/influencer relationships that motivate followers across borders and generate credible content for all brand channels.

FLEISHMANHILLARD ASIA PACIFIC

Suite 1501, Cityplaza 412 Taikoo Wan Road,
Taikoo Shing, Hong Kong
Tel: +852 2530 0228
Fax: +852 3105 1583
Email: LynneAnne.Davis@Fleishman.com
Website: www.fleishmanhillard.com

Personnel

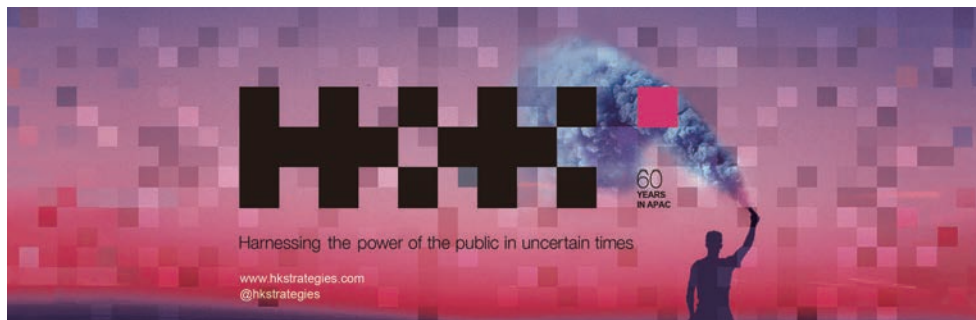
Regional President Lynne Anne S. Davis

FTI CONSULTING

Level 35, Oxford House,
Taikoo Place, 979 King's Road,
Hong Kong
Tel: +852 3768 4500
Fax: +852 3012 9664
Website: www.fticonsulting.com

Personnel

Asia Chairman Paul Downie





GHC ASIA

GHC Asia Hong Kong (Head Office)
7/F The Broadway, 54-62 Lockhart Road,
Wanchai, Hong Kong
Tel: +852 2810 0532
Fax: +852 2525 7972
Email: info@ghcasia.com
Website: www.ghcasia.com

Year Established
1998

Personnel

Group Managing Director
..... Nicola Oldfield

Trade Membership

PRHK (Public Relations Hong Kong),
Travel Lifestyle Network (TLN)

Company Profile

GHC Asia is a leading regional PR agency with offices in Hong Kong, China, Singapore and an international network of partners spanning 25 countries worldwide. The Agency was launched in Hong Kong and has been operating in Asia for over 20 years with a strong footprint in Greater China.

With expert on-the-ground teams that work collaboratively across PR, Digital and Content, GHC Asia has built an influential reputation in hospitality, travel, tourism, F&B, luxury and property.



GOLIN ASIA

8/F Oxford House, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2522 6475
Email: jhughes@golin.com
Website: www.golin.asia

Personnel

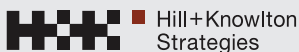
CEO, International.....Jonathan Hughes

Branches/Affiliates

50 offices worldwide including across Asia: Australia, China, Hong Kong, India (GolinOpinion), Indonesia, Japan, Korea, Malaysia, Pakistan, Singapore and Taiwan

Company Profile

Golin is the relevance agency. An integrated team with PR, Digital and Content at our core. We have deep roots in the region, an obsession with making brands relevant and a mission to create change through brave work. By embracing new technologies and pushing creative boundaries, we help our clients adapt and win in a constantly evolving world. See our work at www.golin.asia



HILL + KNOWLTON STRATEGIES APAC HQ

50 Scotts Road, #04-01,
Singapore 228242
Tel: +65 6338 2881; Fax: +65 6295 0929
Website: www.hkstrategies.com

Personnel

Global Vice Chairman, Chairman
Asia Pacific..... Vivian Lines
vivian.lines@hkstrategies.com
Chief Financial Officer, Asia Pacific

..... Alan Thompson
alan.thompson@hkstrategies.com
APAC Regional Director, Business
Development & Marketing

..... Rebekah Orme
rebekah.orme@hkstrategies.com
Regional Human Resources Director,
Asia Pacific..... Pamela Teo
pamela.teo@hkstrategies.com

JACK MORTON WORLDWIDE (CHINA)

16/F Huai Hai Plaza,
1045 Huai Hai Zhong Road,
Shanghai 200031,
China
Tel: +86 21 2411 0198
Email: Helen_Mok@jackmorton.com
Website: www.jackmorton.com

Personnel

General Manager Helen Mok

KETCHUM (ASIA PACIFIC)

12/F Core E, Cyberport 3,
100 Cyberport Road,
Hong Kong
Tel: +852 3141 8081
Fax: +852 2510 8199
Email: simeon.mellalieu@ketchum.com
Website: www.ketchum.com

Personnel

Partner, Client Development Asia Pacific
..... Simeon Mellalieu

LEWIS - GLOBAL COMMUNICATIONS (ASIA PACIFIC)

Gateway East, 152 Beach Road,
Unit 20-05,
Singapore 189721
Tel: +65 6571 9140
Email: hellosingapore@teamlewis.com
Website: www.teamlewis.com/asia

Personnel

Senior VP Emma Jenkins

MEDIA OUTREACH

2506 Pacific Plaza,
410 Des Voeux Road West,
Western District,
Hong Kong
Tel: +852 3996 9730
Email: info@media-outreach.com
Website: www.media-outreach.com

Personnel

Founder & Managing Director Jennifer Kok



THE HOFFMAN AGENCY (REGIONAL)

20/F Regent Center,
88 Queen's Road Central,
Central, Hong Kong
Tel: +852 2581 9380
Fax: +852 2581 9389
Email: chsu@hoffman.com
Website: www.hoffman.com

Year Established
1999

Personnel

Managing Director, Asia Pacific
..... Caroline Hsu

Branches/Affiliates

Global Headquarters: San Jose (Silicon Valley); Europe Headquarters: London; Asia Headquarters: Hong Kong; Other offices: Greater China: Hong Kong, Beijing, Shanghai, Taipei North Asia: Tokyo, Seoul Southeast Asia: Singapore, Jakarta Affiliates in Asia Pacific countries: Australia, India, Malaysia, Philippines, Thailand and Vietnam.

Company Profile

Founded in 1987, The Hoffman Agency is one of the few independent integrated communications consultancies with global reach.

The Hoffman Agency brings the best of both worlds to its clients – the high touch of a boutique, with the sophistication in services associated with the mega shops.

The Hoffman Agency is an independent global integrated communications agency that helps clients differentiate their brand by developing compelling narratives that appeal to their target audience.

The Hoffman Agency has been storytelling for over 30 years and operates in ten offices across Europe, the U.S. and Asia. With a strong heritage in technology, our team across the globe act as trusted advisors to clients in a broad range of sectors on corporate communications, executive speaking engagements, content marketing, digital communication and strategy, brand management, PR/media relations, multi-cultural marketing, market entry strategies, crisis communications, as well as other communication and training related services.

MEDICOM COMMUNICATIONS ASIA PACIFIC CO LTD

7/F, 41 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 8768 3228
Fax: +886 2 8768 3245
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com

Personnel

Senior Consultant Eveline Ma

MSL (REGIONAL HQ)

5F, Building A98 Yanping Road,
Jing'an District,
Shanghai 200042,
China
Tel: +86 21 8025 3200
Email: glenn.osaki@mslgroup.com
Website: www.mslgroup.com

Personnel

President, APAC Glenn Osaki

Ogilvy

23/F The Center,
99 Queen's Road Central,
Central, Hong Kong
Tel: +852 2567 4461
Fax: +852 2535 6019
Email: scott.kronick@ogilvy.com
Website: www.ogilvy.com

Personnel

President & CEO, Asia Pacific Scott Kronick

PR NEWSWIRE ASIA LIMITED

Room 1608,
16/F China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong
Tel: +852 2572 8228
Fax: +852 2572 1808
Email: hkcs@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

RED AGENCY SYDNEY

Level 7, 155 Clarence Street,
Sydney, NSW 2000,
Australia
Tel: +61 2 9963 7711
Email: jackie.crossman@redagency.com.au
Website: redagency.com.au

Personnel

Sydney Principal Jackie Crossman



RUDER FINN ASIA (REGIONAL)

114 Lavender Street
#14-01, CT Hub 2

Singapore 338729

Tel: +65 6235 4495

Fax: +65 6235 7796

Email: info@ruderrfinnasia.com

Website: www.ruderrfinnasia.com

Personnel

Executive Vice President,
Regional Director of Asia
and Managing Director, Greater China
..... Elan Shou

Branches/Affiliates

Ruder Finn Bangalore, Ruder Finn
Beijing, Ruder Finn New Delhi, Ruder Finn
Guangzhou, Ruder Finn Hong Kong, Ruder
Finn Malaysia, Ruder Finn Mumbai, Ruder
Finn Shanghai, Ruder Finn Singapore,
RFI Asia, RF Thunder Beijing, RF Thunder
Guangzhou, RF Thunder Hong Kong, RF
Thunder Shanghai

Company Profile

The Art and Science of Engagement: Ruder
Finn Asia is a subsidiary of Ruder Finn
Inc, one of the world's largest privately-
owned communications consultancies.
It employs close to 500 consultants in
Asia-Pacific and is represented across
all other regional markets through
a network of high quality partners.
As an integrated communication
consultancy, it helps clients engage with
those vital to their success, delivering
meaningful, measurable, business
results through inspirational, data-
driven, communications counsel and
solutions. Its expertise encompasses
reputation management, digital and
social marketing strategy, employee
engagement, branding and executive
skills training including Activation,
a unique practice which establishes
creative partnership opportunities. Their
research and analysis team provides
insights and counsel in market trends,
producing annual research reports
including the China Luxury Forecast,
Physicians Digital Outlook Survey and
other publications.



STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

STRATEGIC PUBLIC RELATIONS GROUP

24th Floor, Admiralty Centre 1,
18 Harcourt Road, Hong Kong
Tel: +852 2527 0490; Fax: +852 2114 4948
Email: richard.tsang@sprg.com.hk
Website: www.sprg.asia

Year Established

1995

Personnel

Chairman Richard Tsang
Senior Director - Asia Eveline Wan
No. of Employees

310

Branches/Affiliates

Member Company: Hong Kong,
Beijing, Shanghai, Guangzhou,
Taiwan, Singapore, Malaysia
Affiliates Network: Japan,
Korea, Thailand, Indonesia, Philippines,
Vietnam, India, Australia, USA, UK,
France, Germany, Italy, Belgium, Spain,
Portugal, Switzerland, Sweden, Canada,
Brazil, Mexico, Mongolia, United Arab
Emirates, Russia, South Africa

Company Profile

SPRG is among the largest public rela-
tions networks in Asia and the largest
public relations consultancy in Hong
Kong. It is an integrated public relations
network and an investor relations and
financial communications specialist.
With its own network and cohesive global
affiliation network, clients have access
to over 140 cities around the world. SPRG
has earned many industry recognition,
including "Asia Pacific Network of the
Year" and "Greater China Independent
Agency of the Year" by Campaign; "Public
Relations Agency of the Year" in Asia
Pacific and Asia and Grand Stevie Awards
Winner by The Stevie Awards; "Corporate
Consultancy of the Year", "Asia Pacific
Financial Consultancy of the Year" and
"Hong Kong Consultancy of the Year"
by The Holmes Report; "Local Hero-PR
Agency", "Best Crisis Management Team"
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Magazine; "Agency of the Year" by Com-
munication Director and "Best Financial
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www.sprg.asia



WE COMMUNICATIONS ASIA PACIFIC

77 Robinson Road, Unit #33-00,
Singapore 068896
Tel: +65 6303 8466
Fax: +65 6303 8477
Email: APACNewBiz@we-worldwide.com
Website: www.we-worldwide.com/apac

Personnel
CEO, Australia Rebecca Wilson
Managing Director, Australia

..... Gemma Hudson
APAC Brands Lead and
Managing Director, Hong Kong

..... Anne Geronimi
Managing Director, China. Penny Burgess
Managing Director, Singapore

..... Jeremy Seow
Group CEO, Avian WE Nitin Mantri
Executive Chairman, Avian WE

..... Nikhil Khanna

Branches/Affiliates
21 offices worldwide, over 100
international markets served
Trade Membership
ADMA
PRCA

Company Profile
Independent, female-founded, with a
point of view on what communications can
do for brands in motion. From day one, we
have lived at the intersection of people,
brands and technology – partnering with
innovative companies in consumer, health
and technology sectors to tell their stories
and drive transformation. Today, we're a
global team of storytakers, strategists,
data scientists, writers, filmmakers and
social media experts – all who understand
how to unlock and harness a brand's
potential. We create campaigns that break
through the noise, spark audiences to
engage and move your business forward.
We're passionate about our people, our
purpose and our clients.



WEBER SHANDWICK (ASIA PACIFIC)

8/F, Oxford House,
Taikoo Place,
979 King's Road, Quarry Bay,
Hong Kong
Tel: +852 2845 1008
Fax: +852 2868 0224
Email: bjolly@webershandwick.com
Website: www.webershandwick.asia

Personnel
CEO, Asia Pacific Baxter Jolly
Branches/Affiliates
Weber Shandwick's Asia Pacific
network stretches across Australia,
mainland China, Hong Kong, India,
Indonesia, Japan, Korea, Malaysia,
the Philippines, Singapore, Taiwan
and Thailand.

Company Profile
Weber Shandwick is a leading global
communications and engagement
firm with offices in 81 countries. The
firm's diverse team of strategists,
analysts, producers, designers,
developers and campaign activators
has won the most prestigious
awards in the world for innovative,
creative approaches and impactful
work. The firm deploys deep
expertise across sectors and
specialty areas, including consumer
marketing, corporate reputation,
healthcare, technology, public
affairs, financial services, employee
engagement, social impact,
financial communications and crisis
management, using proprietary
social, digital and analytics
methodologies.

AUSTRALIA

AVVISO PUBLIC RELATIONS

2 MacDonald Street, Paddington, Sydney,
NSW 2021, Australia
Tel: +61 2 9368 7277
Fax: +61 2 9368 7377
Email: carolyng@avviso.com.au
Website: www.avviso.com.au

Personnel
Managing Director Carolyn Grant

BALDWIN BOYLE GROUP (AUSTRALIA)

Suite 401, 454 Collins Street,
Melbourne, VIC 3000, Australia
Tel: +61 3 8679 1412
Email: kylie.taylor@baldwinboyle.com
Website: www.baldwinboyle.com

Personnel
Director & Group Managing Director
..... Kylie Taylor

BLACKIE MCDONALD COMMUNICATION GROUP

Level 9, 213 Miller Street, North Sydney,
NSW 2060, Australia
Tel: +61 2 8907 4900
Email: tony.blackie@bmc.com.au
Website: www.bmc.com.au

Personnel
Chairman Tony Blackie

BURSON COHN & WOLFE (BCW) AUSTRALIA

Level 15, 35 Clarence Street,
Sydney, NSW 2000,
Australia
Tel: +61 2 9928 1500
Email: Pamela.Klioufis@bm.com
Website: www.burson-marsteller.com,
www.cohnwolfe.com

Personnel
Market Leader Pamela Klioufis

COMMUNICADO MARKETING COMMUNICATIONS

Level 1, 554 High Street,
Prahran, VIC 3181,
Australia
Tel: +61 3 9522 9922
Email: kerrie.ryan@communicado.com.au
Website: www.communicado.com.au

Personnel
Director Kerrie Ryan

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COX INALL COMMUNICATION AND COX INALL RIDGEWAY

44 Mountain Street, Ultimo,
NSW 2007, Australia
Tel: +61 282043850
Email: lucy.broad@coxinall.com.au
Website: www.coxinall.com.au

Personnel

General Manager Lucy Broad

THE DE WINTER GROUP

10 Northumberland Street, Melbourne,
VIC 3205, Australia
Tel: +61 399482100
Email: david@dewinter.com
Website: www.dewinter.com

Personnel

Managing Director David Van

EDELMAN AUSTRALIA

Sydney

Level 18, 5 Martin Place, Sydney NSW 2000,
Australia
Tel: +61 292413131
Fax: +61 292913301
Email: sydney@edelman.com

Melbourne

Level 5, 287 Collins Street, Melbourne
VIC 3000, Australia
Tel: +61 399447600; Fax: +61 399447630
Email: melbourne@edelman.com
Website: www.edelman.com.au

Personnel

Australia CEO Steven Spurr

ELEVATE COMMUNICATION

Level 1, 310 Logan Road, Stones Corner,
QLD 4120, Australia
Tel: +61 731803666
Email: mel@elevatecom.com.au
Website: www.elevatecom.com.au

Personnel

Managing Director Mel Deacon

ELEVEN

Level 3, 137 Pyrmont Street, Pyrmont, Sydney,
NSW 2009, Australia
Tel: +61 285845500
Email: fiona.milliken@elevenpr.com.au
Website: www.elevenpr.com.au

Personnel

General Manager Fiona Milliken

ESPRESSO COMMUNICATIONS

Ground Level, 1 Smail Street,
Ultimo, NSW 2007,
Australia
Tel: +61 280162200
Fax: +61 280162200
Email: corrie@espressocomms.com.au
Website: www.espressocomms.com.au

Personnel

Chief Executive Officer Corrie McLeod

FINANCIAL & CORPORATE RELATIONS (FCR)

1 Castlereagh Street, Sydney, NSW 2000,
Australia
Tel: +61 282641000
Email: mail@fcr.com.au
Website: www.fcr.com.au

Personnel

Managing Director Anthony Tregoning

FLEISHMANHILLARD AUSTRALIA

Level 3, 137 Pyrmont Street, Pyrmont,
NSW 2009, Australia
Tel: +61 285845559
Fax: +61 290259201
Email: roberto.pace@fleishman.com.au
Website: www.fleishman.com.au

Personnel

Managing Director Roberto Pace

FORWARD AGENCY

Level 2, 249 Pitt Street, Sydney, NSW 2000,
Australia
Tel: +61 291146700
Email: fergus@forward.agency
Website: www.forwardagency.com.au

Personnel

Founder & Managing Director ...Fergus Kibble

FTI CONSULTING, MELBOURNE

Level 21, Bourke Place, 600 Bourke Street,
Melbourne, VIC 3000, Australia
Tel: +61 396040600
Email: rebecca.harrison@fticonsulting.com
Website: www.fticonsulting.com

Personnel

Director, Melbourne Rebecca Harrison

FTI CONSULTING, PERTH

Level 47, Central Park, 152-158 St. George's
Terrace, Perth, WA 6000, Australia
Tel: +61 893218533
Email: shaun.duffy@fticonsulting.com
Website: www.fticonsulting.com

Personnel

Senior Managing Director, Perth...Shaun Duffy

FTI CONSULTING, SYDNEY

Level 15, 50 Pitt Street, Sydney, NSW 2000,
Australia
Tel: +61 282478000
Email: robert.skeffington@fticonsulting.com
Website: www.fticonsulting.com

Personnel

Senior Managing Director, Sydney
..... Robert Skeffington

FULLER

37 Fullarton Road, Kent Town, Adelaide,
SA 5067, Australia
Tel: +61 883636811
Email: peter.fuller@fuller.com.au
Website: www.fuller.com.au

Personnel

Managing Director Peter Fuller

GOLIN SYDNEY

Royal Naval House, 32 Grosvenor Street,
The Rocks, Sydney, NSW 2000, Australia
Tel: +61 299944468
Email: lrumbsy@golin.com
Website: www.golin.asia

Personnel

Managing Director, Sydney Ian Rumsby

HAYSTAC

44 Mountain Street, Ultimo, Sydney,
NSW 2007, Australia
Tel: +61 282043851
Email: timp@bwmdentsu.com
Website: www.haystac.com.au

Personnel

Managing Director Tim Powell

HERD MSL, SYDNEY

Level 3, 79 Commonwealth Street,
Surry Hills, Sydney, NSW 2010,
Australia
Tel: +61 292132309
Email: vanessa.liell@n2n.com.au
Website: www.theherdagency.com

Personnel

Chief Executive Officer.....Vanessa Liell

HORIZON COMMUNICATION GROUP

Level 3, 84 Union Street, Pyrmont, NSW 2009,
Australia
Tel: +61 285725600
Fax: +61 285725666
Email: justin@horizoncg.com.au
Website: www.horizoncg.com.au

Personnel

Chief Executive Officer..... Justin Flaherty

HOWORTH COMMUNICATIONS

30 The Bond, Level 4, 30 Hickson Road,
Millers Point, Sydney, NSW 2000,
Australia
Tel: +61 282813808
Email: graham@howorth.com.au
Website: www.howorth.com.au

Personnel

Group Managing Director Graham White

INFOTECH MARKETING & COMMUNICATIONS PTY LTD

P0 Box 6135, Highton, VIC 3216,
Australia
Tel: +61 408116911
Email: mike@infotechmarketing.com.au
Website: www.infotechmarketing.com.au

Personnel

Managing Director Mike Vanderkelen

JACK MORTON WORLDWIDE (AUSTRALIA)

Royal Naval House, 32 Grosvenor Street,
The Rocks, NSW 2000,
Australia
Tel: +61 282314500

Email: helen.graney@jackmorton.com.au
Website: www.jackmorton.com

Personnel

Managing Director Helen Graney

LAUNCH MANAGEMENT GROUP PTY LTD

Suite 508, Building 61,
Fox Studios Australia,
38 Driver Avenue, Moore Park,
NSW 2021, Australia
Tel: +61 294921000
Email: fleur@launchgroup.com.au
Website: www.launchgroup.com.au

Personnel

Chief Executive Officer..... Fleur Brown

LEWIS - GLOBAL COMMUNICATIONS (SYDNEY)

Suite 102, Level 1, 15 Blue Street,
Sydney, NSW 2060, Australia
Tel: +61 285991000
Email: hellosydney@teamlewis.com
Website: www.teamlewis.com/asia

Personnel

General Manager Steven Rilly

N2N COMMUNICATIONS

Level 3, 79 Commonwealth Street, Surry Hills,
Sydney, NSW 2010, Australia
Tel: +61 2 9212 3300; Fax: +61 2 9212 0366
Email: ndowling@n2n.com.au
Website: www.n2n.com.au
Personnel
Director Nicky Dowling

OGILVY IMPACT

30 The Bond, Level 4, 30 Hickson Road,
Millers Point, Sydney, NSW 2000, Australia
Tel: +61 2 8437 5396
Email: megan.caulfield@ogilvyimpact.com.au
Website: www.ogilvyimpact.com.au
Personnel
Director Megan Caulfield

ONE GREEN BEAN SYDNEY

1 Butt Street, Surry Hills, NSW 2010, Australia
Tel: +61 2 8020 1800
Email: carl.ratcliff@onegreenbean.com
Website: onegreenbean.com
Personnel
Chief Executive Officer Carl Ratcliff

OPR

30 The Bond, Level 4, 30 Hickson Road,
Millers Point, Sydney, NSW 2000,
Australia
Tel: +61 2 8281 3200
Email: richard.brett@opragency.com.au
Website: www.opragency.com.au
Personnel
Chief Executive Officer, Australia
..... Richard Brett

OPR

Level 12, 380 St Kilda Road, Melbourne,
VIC 3004, Australia
Tel: +61 3 9690 4658
Email: jacquie.potter@opragency.com.au
Website: www.opragency.com.au
Personnel
Business Director Jacquie Potter

PARKER & PARTNERS

30 The Bond, Level 4, 30 Hickson Road,
Millers Point, Sydney, NSW 2000,
Australia
Tel: +61 2 8437 5396
Fax: +61 2 8281 3289
Email: sydney@p-p.com.au
Website: www.p-p.com.au

PARKER & PARTNERS CANBERRA OFFICE

Level 2, 13B, National Press Club,
16 National Circuit, Barton, ACT 2600,
Australia
Tel: +61 2 6215 4200
Email: Canberra@p-p.com.au
Website: www.p-p.com.au

POWELL TATE (AUSTRALIA)

Royal Naval House, 32 Grosvenor Street,
The Rocks, Sydney, NSW 2000, Australia
Tel: +61 2 9994 4490
Email: jwillcox@powelltate.com
Website: http://powelltate.com.au
Personnel
Executive Vice President - Managing Director,
Australia Jacquelynn Willcox

PR NEWSWIRE (AUSTRALIA)

Level 20, Tower 2, Darling Park, 201 Sussex
Street, Sydney, NSW 2000, Australia
Tel: +61 2 9006 1134
Email: hkcs@prnasia.com
Website: www.prnasia.com
Personnel
Vice President, Asia-Pacific, Sales &
Marketing Royce Shi

PROFESSIONAL PUBLIC RELATIONS

Level 15, 35 Clarence Street, Sydney,
NSW 2000, Australia
Tel: +61 2 9818 4044
Email: reception@ppr.com.au
Website: ppr.com.au
Personnel
Executive Director, Chief Operating Officer
..... Michael Pooey

PULSE COMMUNICATIONS

30 The Bond, Level 4, 30 Hickson Road,
Millers Point, Sydney, NSW 2000, Australia
Tel: +61 2 8437 5388
Email: hello@pulsecom.com.au
Website: www.pulsecom.com.au

QCCN

PO Box 1158, Aitkenvale, QLD 4814, Australia
Tel: +61 7 4775 5626; Fax: +61 7 4725 1096
Email: david@qccn.com.au
Website: www.qccn.com.au
Personnel
Managing Director David Donohue

RECOGNITION PUBLIC RELATIONS

Level 2, 51 Pitt Street, Sydney, NSW 2000,
Australia
Tel: +61 2 9252 2266
Fax: +61 2 9252 7388
Email: adam_benson@recognition.com.au
Website: www.recognition.com.au
Personnel
Director Adam Benson

RED AGENCY BRISBANE

Unit 3.4, Level 3, 5 Kyabra Street,
Newstead, QLD 4006, Australia
Tel: +61 7 3837 3870
Email: yasmine.gray@redagency.com.au
Website: redagency.com.au
Personnel
Brisbane Principal Yasmine Gray

RED AGENCY MELBOURNE

Level 1, 132 Gwynne Street, Richmond,
VIC 3121, Melbourne, Australia
Tel: +61 3 9670 8350
Email: grant.titmus@redagency.com.au
Website: redagency.com.au
Personnel
Melbourne Principal Grant Titmus

RED AGENCY SYDNEY

Level 7, 155 Clarence Street, Sydney,
NSW 2000, Australia
Tel: +61 2 9963 7711
Email: jackie.crossman@redagency.com.au
Website: redagency.com.au
Personnel
Sydney Principal Jackie Crossman

THE RED REPUBLIC

Level 3, 200 Creek Street, Brisbane,
QLD 4000, Australia
Tel: +61 7 3099 1750
Fax: +61 7 3257 1058
Email: fleur@theredrepublic.com
Website: www.theredrepublic.com
Personnel
Director Fleur Madden

ROWLAND PTY LTD

GPO Box 1430, Brisbane, QLD 4001,
Australia
Tel: +61 7 3229 4499
Fax: +61 7 3229 2666
Email: corporate@rowland.com.au
Website: www.rowland.com.au
Personnel
Chairman Geoff Rodgers

SEFIANI COMMUNICATIONS GROUP

Level 2, 68 York Street,
Sydney, NSW 2000,
Australia
Tel: +61 2 8920 0700
Fax: +61 2 9299 9549
Email: rsefiani@sefiani.com.au
Website: www.sefiani.com.au
Personnel
Managing Director Robyn Sefiani

SPECTRUM GROUP

Level 1, 100 Harris Street,
Pyrmont, NSW 2009,
Australia
Tel: +61 2 9412 6100
Email: info@spectrumgroup.is
Website: spectrumgroup.is

SPLASH PUBLIC RELATIONS PTY LTD

PO Box 374, Manly, NSW 1655,
Australia
Tel: +61 2 9939 6144
Fax: +61 2 9939 6144
Email: kate@splashpr.com.au
Website: www.splashpr.com.au
Personnel
Director Kate Thomas

STELLAR CONCEPTS AUSTRALIA

La Porte Space, Suite 3,
87-103 Epsom Road, Rosebery,
Sydney, NSW 2018,
Australia
Tel: +61 2 8377 0615
Email: info@stellar.net.au
Website: www.stellar.net.au
Personnel
Director Gabrielle Sigelski

VERVE COMMUNICATIONS

Level 1, 490 Crown Street,
Surry Hills, NSW 2010,
Australia
Tel: +61 2 8004 2462
Fax: +61 2 9362 1016
Email: lukes@vervepr.com.au
Website: www.vervepr.com.au
Personnel
General Manager Luke Starr

WE BUCHAN (MELBOURNE)

Level 6, 132-136 Albert Road,
South Melbourne, VIC 3205, Australia
Tel: +61 3 9866 4722
Email: melbourne@buchanwe.com.au
Website: http://buchanwe.com.au

Personnel

Chief Executive Officer..... Rebecca Wilson
Managing Director Gemma Hudson

WE BUCHAN (SYDNEY)

Level 10, 83 Clarence Street, Sydney,
NSW 2000, Australia
Tel: +61 2 9237 2800
Email: sydney@buchanwe.com.au
Website: http://buchanwe.com.au

Personnel

Chief Executive Officer..... Rebecca Wilson
Managing Director Gemma Hudson

WEBER SHANDWICK (AUSTRALIA)

Sydney

Royal Naval House, 32 Grosvenor Street
The Rocks, Sydney, NSW, 2000, Australia
Tel: +61 2 9994 4450

Email: ian.rumsby@webershandwick.com
Website: www.webershandwick.com.au

Personnel

Chair Australia..... Ian Rumsby

Melbourne

114 Flinders St, Melbourne VIC 3000,
Melbourne, Australia
Email: ian.rumsby@webershandwick.com
Website: www.webershandwick.com.au

Personnel

Chair Australia..... Ian Rumsby

WMC PUBLIC RELATIONS PTY LTD

5A Hartnett Close, Mulgrave, VIC 3170,
Australia

Tel: +61 3 9803 2588

Email: wendy@wmcpr.com.au

Website: wmcpr.com.au

Personnel

Managing Director Wendy McWilliams

BANGLADESH

CONCITO PR PVT LTD

DOM-INNO House, Level 4, House 13, Road 7,
Block F, Banani, Dhaka 1213,
Bangladesh

Tel: +880 2 5504 2273

Fax: +880 2 5504 2274

Email: amit@concitopr.com.bd

Website: www.concitopr.com.bd

Personnel

Chief Operating Officer Manjeno Raihan Khan

MASTHEAD PR

Plot #8/A Road-143, Gulshan-1,
Dhaka 1212, Bangladesh
Tel: +880 191 707 700
Fax: +880 2 841 5115

Email: adil@topofmindbd.com

Website: www.mastheadpr.com

Personnel

Managing Director Ziauddin Adil

CHINA

3RD FLOOR PUBLIC RELATIONS

3/F, Building 8, Middle Huaihai Road,
Shanghai 200020, China

Tel: +86 21 3209 2855

Email: peipei@the3floor.com

Website: www.the3floor.com

Personnel

Marketing Director Peipei Huang

APCO WORLDWIDE (BEIJING)

Suite 903, Tower C, Office Park,
5 Jinghua South Street, Chaoyang District,
Beijing 100020, China
Tel: +86 10 6505 5127

Email: qwang@apcoworldwide.com

Website: www.apcoworldwide.com

Personnel

Chief Operating Officer, Greater China
..... Anne Wang

APCO WORLDWIDE (SHANGHAI)

Unit 301-303 Platinum Tower, 233 Tai Cang
Road, Shanghai 200020, China

Tel: +86 21 5298 4668

Email: jrobinson@apcoworldwide.com

Website: www.apcoworldwide.com

Personnel

Managing Director, Shanghai.... James Robinson

BALDWIN BOYLE GROUP (CHINA)

Room 3-R10, Tower D, SOHO Fuxing Plaza,
388 Madang Road, Huangpu District,
Shanghai 200025, China
Tel: +86 21 3103 0806

Email: carl.stephens@bbspr.com.sg

Website: www.baldwinboyle.com

Personnel

Partner & Managing Director Carl Stephens

BURSON COHN & WOLFE (BCW) BEIJING

20/F, East Tower, Twin Towers,
B-12 Jian Guo Men Wai Avenue,
Chaoyang District, Beijing 100022, China
Tel: 86 10 5816 2525

Fax: 86 10 5816 2560

Email: BM.China@bm.com

Personnel

Market Leader..... Qu Hong

BURSON COHN & WOLFE (BCW) GUANGZHOU

17/F, Kingold Century, No.62 Jinsui Road,
Tianhe District, Guangzhou 510623, China
Tel: +86 20 3877 1820 / +86 20 2881 4755

Email: BM.China@bm.com

Personnel

Market Leader..... Cyrus Yeung

BURSON COHN & WOLFE (BCW) SHANGHAI

Unit 2901-2902A, 29/F WPP Campus,
399 Hengfeng Road, Jing'an District,
Shanghai 200070, China

Tel: +86 21 2310 1000

Fax: +86 21 2310 1111

Email: BM.China@bm.com

Personnel

Market Leader..... Tiffany Bai

BURSON COHN & WOLFE (BCW) SHENZHEN

7F-B21-22, Building B, Aerospace Science
and Technology Square, Houhai Road and
Haide 3rd Intersection, Nanshan District,
Shenzhen 518000, China

Tel: +86 755 8639 2919

Fax: +86 755 8639 8682

Email: BM.China@bm.com

Personnel

Market Leader..... Veeco Tang

CATCHON & COMPANY SHANGHAI LIMITED

2 F&G, Building 2, No 181,
465 Zhenneng Road, Changning District,
Shanghai 200050, China
Tel: +86 21 6227 7735

Email: enquiry@catchonco.com

Website: www.catchonco.com

Personnel

General Manager Jenny Lo

CITIGATE DEWE ROGERSON (BEIJING) CONSULTING SERVICES CO LTD

Unit 1506A Avic Mansion,
No. 10 Yi, Central East Third Ring Road,
Chaoyang District, Beijing 100022,
China

Tel: +86 10 6567 8150

Fax: +86 10 6567 5865

Email: benny.liu@citigatedewerogerson.com

Website: www.citigatedewerogerson.com

Personnel

Executive Director & Head of Beijing
..... Benny Liu

CITIGATE DEWE ROGERSON (SHANGHAI)

Unit 306-307 Cross Tower,
318 Fu Zhou Road,
Shanghai 200001, China

Tel: +86 21 6340 4186

Fax: +86 21 5353 5303

Email: dana.yu@citigatedewerogerson.com

Website: www.citigatedewerogerson.com

Personnel

Executive Director & Head of Shanghai
..... Dana Yu

CRAFT COMMUNICATIONS (SHANGHAI)

2/F, 213 Songyuan Road,
Xuhui District, Shanghai 200336,
China

Tel: +86 15902137401

Email: dennis@craftc.com

Website: craftcomms.wordpress.com

Personnel

Business Development Manager... Dennis She

DENTSU PUBLIC RELATIONS CONSULTING (BEIJING) CO LTD

7/F East Tower, Genesis Beijing,
8 Xinyuan South Road,
Chaoyang District,
Beijing 100027, China
Tel: +86 10 5873 5988

Email: Yan.Zheng@dentsupr.com.cn

Website: www.dentsupr.com.cn

Personnel

Chief Executive Officer..... Yan Zheng

DEVRIES GLOBAL CHINA**Beijing**

17F China Life Tower, 16 Chaoyangmen Wai
Da Jie, Beijing 100020, China
Tel: +86 10 8569 9988

Email: LShen@devriesglobal.com

Website: www.devriesglobal.com/offices/
Beijing

Personnel

Managing Director Lydia Shen

Shanghai

Room 1604-05, 1045 Huai Hai Zhong Road,
Shanghai 200031, China

Tel: +86 21 2411 0011

Email: LShen@devriesglobal.com

Website: www.devriesglobal.com/offices/
Shanghai

Personnel

Managing Director Lydia Shen

DREAM WORKER COMMUNICATIONS

Unit 1101, Belle International Plaza,
928 Liuzhou Road, Xuhui District,
Shanghai 200233, China

Tel: +86 21 6120 1918-12

Fax: +86 21 6120 4087

Email: annie@dream-worker.com

Website: www.dream-worker.com

Personnel

Chief Executive Officer Annie Lee

EASTWEST PUBLIC RELATIONS GROUP

Room 502, 5th Floor, Beijing INN Building 3,
Nan Zhu Gan Hu Tong No. 6,
Beijing 100010, China

Tel: +86 139 1073 1967

Email: jim@eastwestpr.com

Website: www.eastwestpr.com

Personnel

Managing Director Jim James

EDELMAN CHINA**Edelman Beijing**

Room 1001, Building 2, World Profit Center,
No. 16 Tianze Road, Chaoyang District,
Beijing 100125, China

Tel: +86 10 5676 8888

Fax: +86 10 5676 8866

Email: beijing@edelman.com

Edelman Shanghai

19F, Want Want Plaza, 211 Shimen No. 1
Road, Shanghai 200041, China

Tel: +86 21 6193 7588

Fax: +86 21 6193 7566

Email: shanghai@edelman.com

Edelman Shenzhen

Room 312, No. 6 Building, Shenzhen Software
Industry Base Nan Shan, Shenzhen 518000,
China

Tel: +86 139 1107 4486

Email: joy.song@edelman.com

Edelman Guangzhou

Room 3007, One Link Center, No. 230 Tianhe
Road, Guangzhou 51620, China

Tel: +86 20 2805 2323

Fax: +86 20 2805 2333

Email: guangzhou@edelman.com

Website: www.edelman.cn

Personnel

China President Jeffrey Yu

FLEISHMANHILLARD CHINA (BEIJING)

Unite E01, 7/F, E Zone,
Tower 1 Li Xing Hang Center,
No. 8 Guangshunnan Avenue,
Chaoyang District, Beijing 100102,
China

Tel: +86 10 5775 5888

Fax: +86 10 5775 5018

Email: Rachel.Catanach@fleishman.com

Website: fleishmanhillard.cn

Personnel

President & Senior Partner, Greater China
..... Rachel Catanach

FLEISHMANHILLARD CHINA (SHANGHAI)

Room 3701, 1 Grand Gateway,
1 Hongqiao Road, Xu Hui District,
Shanghai 200030,
China

Tel: +86 21 6407 0066

Fax: +86 21 6407 1155

Email: Rachel.Catanach@fleishman.com

Website: www.fleishman.com

Personnel

President & Senior Partner, Greater China
..... Rachel Catanach

FORTUNE CHINA PUBLIC RELATIONS LTD (BEIJING)

Room 106, Tower A, Dongwai 56,
56 Dongzhimenwai Xiejie,
Dongcheng District,
Beijing 100027,
China

Tel: +86 10 6310 0088

Fax: +86 10 6310 0066

Email: bj@fortunechina.com.cn

Website: www.fortunechina.com.cn

Personnel

Managing Director Annie Zhou

FTI CONSULTING, BEIJING

Suite 1551, 15/F, NCI Tower,
12A Jianguomenwai Avenue,
Chaoyang District,
Beijing 100022, China

Tel: +86 10 8591 1958

Email: kevin.ma@fticonsulting.com

Website: www.fticonsulting.com

Personnel

Director, China Kevin Ma

FTI CONSULTING, SHANGHAI

Unit 2101-04, Central Plaza,
227 Huangpi (N) Road,
Shanghai 200003, China

Tel: +86 21 2315 1000

Fax: +86 21 6352 3616

Email: kevin.ma@fticonsulting.com

Website: www.fticonsulting.com

Personnel

Director, China Kevin Ma

GHC ASIA - BEIJING

Soho 3Q, Guanghua Road, Chaoyang District,
Beijing, China

Tel: +86 10 6528 9983

Email: info@ghcasia.com

Website: www.ghcasia.com

Personnel

Director Denise Chen

GHC ASIA - SHANGHAI

Suite 305, 550 Wuding Road,
Shanghai 200040, China
Tel: +86 21 5213 3030

Fax: +86 21 5213 3306

Email: info@ghcasia.com

Website: www.ghcasia.com

Personnel

General Manager Francis Lau

GOLINMAGIC**Shanghai**

36/F Huai Hai Plaza,
1045 Huai Hai Zhong Road,
Shanghai 200031,
PRC

Tel: +86 21 2411 0088

Email: schin@golinmagic.com

Website: www.golinmagic.com

Personnel

Managing Director Sarah Chin

Beijing

5/F, Jintai Mansion,
C24 Jianguomenwai Street, Chaoyang,
Beijing 100020, China

Tel: +86 10 8569 9898

Email: czhou@golinmagic.com

Website: www.golinmagic.com

Personnel

Managing Director Catherine Zhou

GRAYLING BEIJING

4/F Borui Plaza, Jia 26 North Road of
East 3rd Ring, Chaoyang District,
Beijing 100026, China

Tel: +86 1391 739 7758

Email: stephanie.stamatakou@grayling.com

Website: www.grayling.com/cn

Personnel

CEO, APAC Stephanie Stamatakou

GRAYLING SHANGHAI

Room B, 8/F, F659 Tower,
No. 659 Fengyang Road, Jing'an District,
Shanghai 200041, China

Tel: +86 21 6266 2799/2658

Email: stephanie.stamatakou@grayling.com

Website: www.grayling.com/cn

Personnel

CEO, APAC Stephanie Stamatakou

H-LINE OGILVY COMMUNICATIONS

418 East Wing, Capital Times Square,
No. 88 East Chang'an Avenue,
Beijing 100031, China

Tel: +86 10 8520 3398

Fax: +86 10 8520 3408

Email: joe.yu@h-lineogilvy.com

Website: www.h-line.com

Personnel

Managing Director, China Joe Yu

H-LINE OGILVY COMMUNICATIONS

8/F, WPP Campus, 399 Hengfeng Road,
Shanghai 200070, China

Tel: +86 21 2405 1888

Email: joe.yu@h-lineogilvy.com

Website: www.h-line.com

Personnel

Managing Director Joe Yu



**Hill+Knowlton
Strategies**

HILL+KNOWLTON STRATEGIES, CHINA

BEIJING OFFICE

Room 503, 5th Floor, Unit B20,
No. 10 Jiu Xian Qiao Road,
Chaoyang District,
Beijing 100015,
China

Tel: +86 10 6512 8811

Fax: +86 10 6512 4381

Email: qc.liang@hkstrategies.com

Website: www.hkstrategies.com

Personnel

President and CEO, China QC Liang

SHANGHAI OFFICE

399 Hengfeng Road 27th Floor,
WPP Campus Shanghai 200070,
China

Tel: +86 21 2287 1888

Fax: +86 21 2302 7033

Email: qc.liang@hkstrategies.com

maggie.lu@hkstrategies.com

Personnel

President and CEO, China QC Liang

Managing Director Maggie Lu

GUANGZHOU OFFICE

B2101, B Tower China International Center
No. 33 Zhongshan San Road Guangzhou,
China, 510055

Tel: +86 20 3810 2788

Fax: +86 20 3810 2799

Email: rick.chen@hkstrategies.com

Personnel

Account Director Rick Chen

SHENZHEN OFFICE

3rd Floor, The Ali Cloud T1 Tower
Keyuan Avenue Nanshan District
Shenzhen, China

Tel: +86 13631628931

Email:

Florence.ouyang@hkstrategies.com

Personnel

Director Florence Ouyang

Branches/Affiliates

Part of the Hill+Knowlton Strategies
worldwide network with over 85 offices in
more than 45 countries

Company Profile

Marketing Communications,
Corporate Communications, Digital
Communications and Social Media,
Technology PR (B2B and Consumer),
Crisis and Issues Management, Training
(Media, Crisis and Presentation Skills),
Change and Internal Communications,
Public Affairs, Financial Communications,
Public Affairs and Government Relations,
Consumer Marketing, Business to
Business Communications, Reputation
Management and Corporate Advisory,
Sports Marketing and Sponsorships,
Media Relations.



**The
Hoffman Agency**

THE HOFFMAN AGENCY (BEIJING)

Unit 2627, China World Office 1,

No. 1 Jianguomenwai Avenue,

Beijing 100004, China

Tel: +86 10 6507 0985

Fax: +86 10 6586 8950

Email: jcao@hoffman.com

Website: www.hoffman.com

Year Established

1998

Personnel

General Manager, China Jason Cao

THE HOFFMAN AGENCY (SHANGHAI)

Room 1401A-1402,

CITIC Square,

1168 West Nanjing Xi Road,

Shanghai 200041, China

Tel: +86 21 6203 3366

Fax: +86 21 6210 3261

Email: jcao@hoffman.com

Website: www.hoffman.com

Personnel

General Manager, China Jason Cao

Branches/Affiliates

Global Headquarters: San Jose (Silicon

Valley); Europe Headquarters: London;

Asia Headquarters: Hong Kong;

Other offices:

Greater China: Hong Kong, Beijing,

Shanghai, Taipei

North Asia: Tokyo, Seoul

Southeast Asia: Singapore, Jakarta

Affiliates in Asia Pacific countries:

Australia, India, Malaysia, Philippines,

Thailand and Vietnam.

Company Profile

Navigating China's dynamic markets
requires an understanding of the many
cultural nuances, a sustaining vision
and an impactful strategy. This is where
The Hoffman Agency China steps in. With
branches in Beijing, Shanghai and local
contacts throughout China, we are well
placed to initiate turn-key and customized
communications consulting in order to
maximize your brand's influence.

In response to the economic center of
gravity shifting east, our "Asia Going
Global" initiative collaborates with
Chinese and Asian brands to help them
tackle international markets with
well-crafted narratives that appeal to
audiences worldwide.

INFLUENCE MATTERS

9/F Jingchao Mansion,

5 Nong Zhan Guan Nan Road,

Chaoyang District, Beijing 100125,

China

Tel: +86 138 1170 7461

Email: simon@inmatt.com

Website: www.influencematters.asia

Personnel

Managing Director Simon Vericel

INSTINCTIF PARTNERS PUBLIC RELATIONS LIMITED (BEIJING)

Room 787 & 789, Tower 2,
Sun Dong An Plaza, 138 Wang Fu Jing Avenue,
Dong Cheng District, Beijing 100006, China

Tel: +86 10 5098 4716

Fax: +86 10 5098 4877

Email: crystal.chan@instinctif.com

Website: www.instinctif.asia

Personnel

Managing Partner & General Manager Greater

China Crystal Chan

INSTINCTIF PARTNERS PUBLIC RELATIONS LIMITED SHANGHAI BRANCH

Room 503, Block A, GreenLand Center,
596 Middle Longhua Road, Xuhui District,

Shanghai 200032, China

Tel: +86 21 6441 6701

Fax: +86 21 6441 6700

Email: crystal.chan@instinctif.com

Website: www.instinctif.asia

Personnel

Managing Partner & General Manager Greater

China Crystal Chan

JACK MORTON WORLDWIDE (CHINA)

16/F Huai Hai Plaza, 1045 Huai Hai Zhong
Road, Shanghai 200031,

China

Tel: +86 21 2411 0198

Email: Helen_Mok@jackmorton.com

Website: www.jackmorton.com

Personnel

General Manager Helen Mok

KETCHUM (CHINA)

Room 126-127, 18F Tower B, China Overseas

International Centre, 838 South Huangpi

Road, Huangpu District, China

Tel: +86 21 6353 2288

Fax: +86 21 6353 2276

Email: prince.zhang@ketchum.com

Website: www.ketchum.com

Personnel

Chief Executive Officer Greater China

..... Prince Zhang

KETCHUM BEIJING

Unit E01, 7F, Tower 1,

Lei Shing Hong Center,

8 Guangshun South Street,

Chaoyang District, Beijing 100102,

China

Tel: +86 10 5775 5869

Fax: +86 10 5907 0188

Email: prince.zhang@ketchum.com

Website: www.ketchum.com

Personnel

Chief Executive Officer Greater China

..... Prince Zhang

KREAB (CHINA)

Suite 618 China World Tower One,

One Jianguomenwai Avenue,

Beijing 100004, China

Tel: +86 10 6535 3500

Email: eyan@kreab.com

Website: www.kreab.com

Personnel

Managing Partner Eileen Yan

LEWIS - GLOBAL COMMUNICATIONS (BEIJING)

22 Jian Guo Men Wai Avenue, Beijing 100004, China
Tel: +86 1065228081
Email: hellochina@teamlewis.com
Website: www.teamlewis.com/asia
Personnel
Managing Director, Greater China Jackie Zhang

LEWIS - GLOBAL COMMUNICATIONS (SHANGHAI)

Room 1208, Shanghai CITS Building, 1277 Beijing Road West, Shanghai 200040, China
Tel: +86 21 8026 2100
Email: hellochina@teamlewis.com
Website: www.teamlewis.com/asia
Personnel
General Manager Victoria Guo

MAZARINE LA MODE EN IMAGE (CHINA)

3A509, North Area of Pingod, N. 32 Baizwan Road, Chaoyang District, Beijing 100022, China
Tel: +86 10 5971 2215
Fax: +86 10 5971 2046
Email: adrian.bratfanof@lmichina.com
Website: www.mazarineasiapacific.com
Personnel
General Manager Adrian Bratfanof

MAZARINE SHANGHAI LTD

Room 522, Building 5, 570 Yongjia Road, Xuhui District, Shanghai 200031, China
Tel: +86 21 5308 9680
Fax: +86 21 5308 9681
Email: michelle.cheng@mazarineap.com
Website: www.mazarineap.com
Personnel
Chief Executive Officer Michelle Cheng

MSL (REGIONAL HQ)

5F, Building A98 Yanping Road, Jing'an District, Shanghai 200042, China
Tel: +86 21 8025 3200
Email: glenn.osaki@mslgroup.com
Website: www.mslgroup.com
Personnel
President, APAC Glenn Osaki

MSL, BEIJING

12/F01-03, Prosper Center West, 5 Guanghua Road, Beijing 100020, China
Tel: +86 10 8573 0688
Email: daisy.zhu@mslgroup.com
Website: www.mslgroup.com
Personnel
Managing Director Daisy Zhu

MSL, CHENGDU

Room 920, 9/F Fortune King Plaza, 1 Kejia Lane, Hongxin Road, Chengdu 610017, China
Tel: +86 28 8671 8601/02
Fax: +86 28 8671 8603
Email: daisy.zhu@mslgroup.com
Website: www.mslgroup.com
Personnel
Managing Director Daisy Zhu

MSL, GUANGZHOU

3F02-2, West Tower, Fortune Plaza, No. 116-118, Ti Yu Dong Road, Guangzhou 510620, China
Tel: +86 20 8767 3479
Email: daisy.zhu@mslgroup.com
Website: www.mslgroup.com
Personnel
Managing Director Daisy Zhu

MSL, SHANGHAI

2F, Building A98 Yanping Road, Jing'an District, Shanghai 200042, China
Tel: +86 21 8025 3200
Email: daisy.zhu@mslgroup.com
Website: www.mslgroup.com
Personnel
Managing Director Daisy Zhu

NEWELL PUBLIC RELATIONS BEIJING

Room 1503, Golden Glory Building, 103 Chaoyang North Road, Chaoyang District, Beijing 100123, China
Tel: +86 10 6581 0096
Fax: +86 10 6591 5225
Email: mchan@newell.com
Website: www.newell.com
Personnel
Managing Director, China Maggie Chan

NEWELL PUBLIC RELATIONS SHANGHAI

Room 906 Real Tower, 1325 Central Huaihai Road, Xuhui District, Shanghai 200031, China
Tel: +86 21 5403 6180
Fax: +86 21 5403 7465
Email: mchan@newell.com
Website: www.newell.com
Personnel
Managing Director, China Maggie Chan

OGILVY

3/F, Jin Hai Wan Garden, 191-195 Bin Jiang Dong Road, Hai Zhu District, Guangzhou 510277, China
Tel: +86 20 8113 6288
Fax: +86 20 8113 6055
Email: frangelica.liang@ogilvy.com
Website: www.ogilvy.com
Personnel
Managing Director Frangelica Liang

OGILVY

Room 1901-1904, 19/F Jinbao Tower, 89 Jinbao Street, Beijing 100005, China
Tel: +86 10 8520 6688; +86 10 8520 3088
Fax: +86 10 8520 6600
Email: debby.cheung@ogilvy.com
Website: www.ogilvy.com
Personnel
President, China/HK Debby Cheung

OGILVY

8/F, WPP Campus, 399 Hengfeng Road, Shanghai 200070, China
Tel: +86 21 2405 1888
Email: ella.chan@ogilvy.com
Website: www.ogilvy.com
Personnel
Managing Director Ella Chan

PARADIGM COMMUNICATIONS BEIJING OFFICE

Room 904, Block D, SOHO New Town 88 Jian Guo Road, Chao Yang District Beijing 100022, China
Tel: +86 10 85800783; Fax: +86 10 85800753
Email: edwinso@paradigm.com.hk
Website: www.paradigm.com.hk

Year Established
1998
Personnel
Managing Director Edwin So
No. of Employees
15
Company Profile
Corporate and marketing communications

PARADIGM COMMUNICATIONS SHANGHAI OFFICE

Room 802, Chun Shen Jiang Building 400 Zhejiang Middle Road Shanghai 200001, China
Tel: +86 21 6360 5511; Fax: +86 21 6352 0889
Email: josephoon@paradigm.com.hk
Website: www.paradigm.com.hk

Year Established
2001
Personnel
Client Servicing Director Josephine Poon
No. of Employees
8

PARISHINE (BEIJING)

1007 Block E, ULO Park, Wangjing CBD, Chaoyang District, Beijing 100102, China
Tel: +86 13801020848
Email: liliren@parishine.com
Website: www.parishine.com
Personnel
CEO and Founder Lili Ren

PARISHINE (SHANGHAI)

1004, Gutai Riverside Tower, No. 969, South Zhong Shan Road, South Bund, Shanghai 200011, China
Tel: +86 138 1759 5709
Email: liliren@parishine.com
Website: www.parishine.com
Personnel
CEO and Founder Lili Ren

POEM COMMUNICATIONS LTD

Room 308, Building 11, 600 North Shan Xi Rd, Jing'an District, Shanghai 200041, China
Tel: +86 21 8010 9068
Email: kxu@poemcommunications.com.cn
Website: www.poemcommunications.com
Personnel
Managing Director Kathleen Xu

POWELL TATE (CHINA)

Beijing
Unit 1709, 17/F, China Life Tower 16 Chaoyangmen Wai Da Jie Beijing 100020, China
Tel: +86 10 8569 9999; Fax: +86 10 8569 9988
Shanghai
18/F Huai Hai Plaza, 1045 Huai Hai Zhong Road, Shanghai 200031, China
Tel: +86 21 2411 0000; Fax: +86 21 2411 0011
Email: mliu2@powelltate.com
Personnel
Senior Vice President Liu Meng

PR NEWSWIRE (BEIJING)

Room 704A-705 HNA Holding Tower,
108 Jianguo Road, Chaoyang District,
Beijing 100022, China
Tel: +86 1059539500; Fax: +86 1059539599
Email: info@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

PR NEWSWIRE (CHENGDU)

88 Shenghe 1st Road, Complex Building,
Building 1, Unit 2, Room 1604,
Hi-Tech Zone, Chengdu 610041, China
Tel: +86 2885114629; Fax: +86 2885114282
Email: info@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

PR NEWSWIRE (HANGZHOU)

Room 903-01 Delixi Mansion, 28 Xue Yuan Rd,
West Lake District, Hangzhou 310012, China
Tel: +86 571 88219685; Fax: +86 571 88219683
Email: info@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

PR NEWSWIRE (SHANGHAI)

Unit 1806-1808 Tian An Centre, 338 West
Nanjing Road, Shanghai 200003, China
Tel: +86 21 80179500; Fax: +86 21 80179545
Email: info@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

PR NEWSWIRE (SHENZHEN)

Room 1310, No. 4 Building, Excellence
Century Centre, 2030 Jintian Road,
Futian District, Shenzhen 518000, China
Tel: +86 755 82037494; Fax: +86 755 61388035
Email: info@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

PURE EXPERIENTIAL COMMUNICATIONS AGENCY

No. 2, Lane 200, Yueyang Lu,
Shanghai 200031, China
Tel: +86 21 6237 1721
Email: scott@pure-sh.com
Website: www.pure-sh.com

Personnel

Experiential Director Scott Goodfellow

RACEPOINT GLOBAL BEIJING

26/F, Tower D, Vantone Centre,
No. 6 Chaoyangmenwai Avenue,
Chaoyang District, Beijing 100020, China
Tel: +86 10 6581 8586
Email: mjackson@racepointglobal.com
Website: www.racepointglobal.com

Personnel

Deputy Managing Director, Asia
..... Mark Jackson



RF THUNDER CHINA

RF Thunder Shanghai

9F, BASE Building, No. 45 North Cao Xi
Road, Xuhui District, Shanghai 200030,
PRC

Tel: +86 21 5383 0188

Fax: +86 21 6248 3176

Email: cathygu@rfthunder.com

Web Site: www.rfthunder.com

Year Established

2011

Personnel

Senior Vice President &

General Manager, Greater China

..... Jefferson Hou

Vice President, Managing Director

of RF Thunder Shanghai Cathy Gu

No. of Employees

26

RF Thunder Guangzhou

Unit 2501, R & F Center,
No. 10 Huaxia Road, Tianhe District,
Guangzhou 510623, PRC

Tel: +86 20 8349 9366

Fax: +86 20 8349 9633

Email: jeffersonhou@rfthunder.com

Year Established

2013

Personnel

Senior Vice President &

General Manager, Greater China

..... Jefferson Hou

No. of Employees

9

RF Thunder Beijing

Room 25C, Oriental Ginza Office Bldg.,
48 DongZhiMenWai Street,
Dongcheng District,
Beijing 100027, PRC

Tel: +86 10 6445 7227

Fax: +86 10 6447 7130

Email: jeffersonhou@rfthunder.com

Year Established

2015

Personnel

Senior Vice President &

General Manager, Greater China

..... Jefferson Hou

No. of Employees

6

Branches/Affiliates

Ruder Finn Bangalore, Ruder Finn
Beijing, Ruder Finn New Delhi, Ruder Finn
Guangzhou, Ruder Finn Hong Kong, Ruder
Finn Malaysia, Ruder Finn Mumbai, Ruder
Finn Shanghai, Ruder Finn Singapore,
RF Asia

Company Profile

RF Thunder was first established in
Shanghai in 2001 and in 2011 was
acquired by Ruder Finn, one of the

largest independent communications
consultancies in the world. RF Thunder
has since established offices in Beijing,
Guangzhou and Hong Kong together with
a network of affiliate offices nationwide.
RF Thunder provides integrated
communications, digital campaigns
and reputation management across
the lifestyle, corporate, healthcare and
technology sectors. RF Thunder has
also developed a strong reputation and
resources in beauty and cosmetics,
as well as premium spirits and wine.
The teams work closely with RFI Asia,
the digital sister company, to deliver
integrated communications services that
combine traditional communications,
customer relationship marketing (CRM)
and interactive marketing.

RACEPOINT GLOBAL SHANGHAI

Suite 1105 Shanghai International Group
Mansion, 511 Weihai Road,
Jian'an District, Shanghai 200041,
China

Tel: +86 21 5169 2005

Email: mjackson@racepointglobal.com

Website: www.racepointglobal.com

Personnel

Deputy Managing Director, Asia

..... Mark Jackson

REUTER COMMUNICATIONS

Office 3A, Building 3, Anken Air,
181 Lane 465, Zhenning Road,
Shanghai 200050, China

Tel: +86 21 6225 5339

Email: ines.arlunno@reutercomms.com

Website: www.reutercomms.com

Personnel

Marketing Manager Ines Arlunno

SINCLAIR

Room 302, Building No. 1,
546 Yuyuan Road, Jing An District,
Shanghai 200040, China

Tel: +86 21 6226 1337

Website: www.sinclaircomms.com

Personnel

Founder & CEO Kiri Sinclair

Executive Director Kevin Lam

SINCLAIR

D05, 3F, Block A, No. 9 Dong Da Qiao Road,
Parkview Green, Chao Yang District, Beijing,
China

Tel: +86 10 5785 2307

Website: www.sinclaircomms.com

Personnel

Founder & CEO Kiri Sinclair

Executive Director Kevin Lam

TECHWORKS ASIA LTD

Room 1701-21 Hyundai Motor Tower,
38 Xiao Yun Road, Chao Yang District,
Beijing 100027,
China

Tel: +86 10 6410 8528 / 8578

Fax: +86 10 8452 9218

Email: info@techworksasia.com

Website: www.techworksasia.com

Personnel

Managing Director Dr Gordon Wong



RUDER FINN ASIA CHINA

Ruder Finn Beijing
E101 East Lake Villas, 35 Dongzhimenwai
Main Street, Dongcheng District,
Beijing 100027, PRC
Tel: +8610 64627321
Fax: +8610 64627327
Email: info@ruderfinnasia.com
Website: www.ruderfinnasia.com
Year Established

1993

Personnel

**Executive Vice President,
Regional Director of Asia
and Managing Director, Greater China**
..... Elan Shou
Senior Vice President & General Manager
..... Judy Guo

No. of Employees
71

Ruder Finn Shanghai
9F, BASE Building, No. 45 North Cao Xi
Road, Xu Hui District, Shanghai 200030,
PRC
Tel: +862153831188; Fax: +862162483176
Email: info@ruderfinnasia.com
Website: www.ruderfinnasia.com
Year Established

1999

Personnel

**Executive Vice President,
Regional Director of Asia
and Marketing Director, Greater China**
..... Elan Shou
**Senior Vice President &
General Manager** Tony Dong
**Senior Vice President &
General Manager, China Luxury Practice**
..... Gao Ming

No. of Employees
160

Ruder Finn Guangzhou
Unit 2501, R&F Center, No. 10 Huaxia Road,
Tianhe District, Guangzhou 510623, China
Tel: +86 20 8349 5783
Fax: +8620 8359 9685
Email: info@ruderfinnasia.com
Website: www.ruderfinnasia.com
Year Established

2002

Personnel

**Executive Vice President,
Regional Director of Asia
and Marketing Director, Greater China**
..... Elan Shou
Vice President & General Manager
..... Grace Liang
No. of Employees
33

Branches/Affiliates

**Ruder Finn Bangalore, Ruder Finn New
Delhi, Ruder Finn Hong Kong, Ruder Finn
Malaysia, Ruder Finn Mumbai, Ruder Finn
Singapore, RFI Asia, RF Thunder Beijing,
RF Thunder Guangzhou, RF Thunder Hong
Kong, RF Thunder Shanghai**

Company Profile

The Art and Science of Engagement: Ruder Finn Asia is a subsidiary of Ruder Finn Inc, one of the world's largest privately-owned communications consultancies. It employs close to 500 consultants in Asia-Pacific and is represented across all other regional markets through a network of high quality partners. As an integrated communication consultancy, it helps clients engage with those vital to their success, delivering meaningful, measurable, business results through inspirational, data-driven, communications counsel and solutions. Its expertise encompasses reputation management, digital and social marketing strategy, employee engagement, branding and executive skills training including Activation, a unique practice which establishes creative partnership opportunities. Their research and analysis team provides insights and counsel in market trends, producing annual research reports including the China Luxury Forecast, Physicians Digital Outlook Survey and other publications.

WE RED BRIDGE (BEIJING)

Apartment 20-1801-2, SOHO,
No. 8 Dongda qiao Road, Chaoyang District,
Beijing 100020, China
Tel: +861059001278; Fax: +861059001279
Email: penny@we-worldwide.com
Website: www.we-redbridge.com

Personnel

Managing Director Penny Burgess
General Manager Tony Zhang

WE RED BRIDGE (SHANGHAI)

2/3F, Buidling 10, 546 Yuyuan Lu,
Jing'an District, Shanghai, PRC 200040
Tel: +862122873600; Fax: +862122873799
Email: penny@we-redbridge.com
Website: www.we-redbridge.com

Personnel

Managing Director Penny Burgess

WEBER SHANDWICK (CHINA)

Beijing

17/F, China Life Tower, 16 Chaoyangmen Wai
Da Jie, Beijing 100020, China
Tel: +861085699999
Fax: +861085699988

Guangzhou

Room 1501-1508, The Centrepoint,
374-2 Beijing Road, Yue Xiu District,
Guangzhou 510030, China
Tel: +862088888100
Fax: +862088888099

Shanghai

18/F Huai Hai Plaza, 1045 Huai Hai Zhong
Road, Shanghai 200031, China
Tel: +862124110000; Fax: +862124110011

Shenzhen

Unit 301-21, Level 3, Tower 1,
Kerry Plaza, No. 1-1 Zhong Xin Si Road,
Futian District, Shenzhen
Tel: +8675532857679
Email: dburns@webershandwick.com
Website: www.webershandwick.cn

Personnel

President, China Darren Burns



STRATEGIC PUBLIC RELATIONS GROUP

Year Established

1995

Personnel

Chairman Richard Tsang

No. of Employees

310

Branches/Affiliates

Member Company: Hong Kong, Beijing,
Shanghai, Guangzhou, Taiwan, Singapore,
Malaysia

Affiliates Network: Japan, Korea,
Thailand, Indonesia, Philippines, Vietnam,
India, Australia, USA, UK, France,
Germany, Italy, Belgium, Spain, Portugal,
Switzerland, Sweden, Canada, Brazil,
Mexico, Mongolia, United Arab Emirates,
Russia, South Africa

Company Profile

SPRG, among the largest public relations networks in Asia, is a leading PR consultancy in China focusing on corporate, brand, digital and social communications for the automobile, IT, tourism and hospitality, fashion and FMCG sectors. SPRG was named "Asia Pacific Network of the Year" and "Greater China Independent Agency of the Year" by Campaign; "Public Relations Agency of the Year" in Asia Pacific, "Public Relations Agency of the Year" in Asia and Grand Stevie Awards Winner by The Stevie Awards; "Corporate Consultancy of the Year" and "Asia Pacific Financial Consultancy of the Year" by The Holmes Report.

BEIJING STRATEGIC COMMUNICATIONS CONSULTANTS LIMITED

Room 1005, The Exchange Building,
No. 118, Jianguo Road (Yi),
Chaoyang District, Beijing 100022, PRC
Tel: +861085804258; Fax: +861085891963
Email: cindy.qin@sprg.com.cn
Website: www.sprg.com.cn/www.sprg.asia

Personnel

General Manager Cindy Qin

SHANGHAI STRATEGIC CONSULTING CO LTD

Room 1101, United Plaza, No. 1468 West
Nanjing Road, Shanghai 200040, PRC
Tel: +862162479988; Fax: +862162478880
Email: shufen.tan@sprg.com.cn
Website: www.sprg.com.cn/www.sprg.asia

Personnel

General Manager Shufen Tan

GUANGZHOU STRATEGIC PUBLIC RELATIONS LIMITED

Room 1809, Dongshan Plaza, 69 Xianlie
Road Central, Guangzhou 510095, PRC
Tel: +862087320980; Fax: +862087321315
Email: ming.zhong@sprg.com.cn
Website: www.sprg.com.cn/www.sprg.asia

Personnel

General Manager Ming Zhong

HONG KONG

A.LOUD ASIA COMMUNICATIONS

C16, 11/F, Ka To Factory Building,
2 Cheung Yue Street, Cheung Sha Wan,
Kowloon, Hong Kong
Tel: +852 2527 3336; Fax: +852 3010 9008
Email: alau@aloudasia.com
Website: aloudasia.com
Personnel
Managing Director Adrian Lau

ACTIONHOUSE INTERNATIONAL LTD

Room 1502, 15/F Wanchai Commercial
Centre, 194 Johnston Road,
Wanchai, Hong Kong
Tel: +852 3102 8108; Fax: +852 3102 8109
Email: vlee@actionhouseintl.com
Website: www.actionhouseintl.com
Personnel
Managing Director Vivian Lee

ALARICE INTERNATIONAL

Room 2102, 21/F Luki Tower, 50'Brien Road,
Wanchai, Hong Kong
Tel: +852 3709 2258
Email: galina@alarice.com.hk
Website: www.alarice.com.hk
Personnel
Managing Director Ashley Galina Dudarenok

APCO WORLDWIDE (HONG KONG)

Unit 1010, Sun House, 181 Des Voeux Road
Central, Sheung Wan, Hong Kong
Tel: +852 3653 5081
Email: qwang@apcowsorldwide.com
Website: www.apcowsorldwide.com
Personnel
Chief Operating Officer, Greater China
..... Anne Wang

AQ COMMUNICATIONS LTD

21/F, No. 101 Leighton Road, Causeway Bay,
Hong Kong
Tel: +852 2137 9708; Fax: +852 2137 9709
Email: alea@aqcomm.com
Website: www.aqcomm.com
Personnel
Executive Director Amy Lee

ASCENSUS COMMUNICATION LTD

21/F Wui Tat Centre, 55 Connaught Road
West, Hong Kong
Tel: +852 2110 2125; Fax: +852 2803 4368
Email: teresa@ascensus.com.hk
Website: www.ascensus.com.hk
Personnel
Director Teresa Lo

ASIA-PACIFIC RESOURCES LTD

Unit 6, 10/F., 118 Connaught Road West, No.
118 Connaught Road West, Hong Kong
Tel: +852 2818 8551
Service Hotline: +852 8108 0805
Fax: +852 2858 6536
Email: news@clipping.com.hk
Website: www.clipping.com.hk
Personnel
Assistant Marketing Manager Dave Yeung

A-WORLD CONSULTING LTD (HONG KONG)

Room 1106 Arion Commercial Centre, 2-12
Queen's Road West, Sheung Wan, Hong Kong
Tel: +852 2114 4988; Fax: +852 2865 2559
Email: sandra.mak@a-world.com.hk
Website: www.a-world.com.hk
Personnel
Chief Executive Officer Sandra Mak

AWTC (LO & LAM) CONSULTANCIES LTD

1903-1906, 19/F Fing Yip Commercial
Centre, 272-284 Des Voeux Road Central,
Hong Kong
Tel: +852 2527 7800; Fax: +852 2157 0505
Email: mike.tsui@awtc.com.hk
Website: www.awtc.com.hk
Personnel
Managing Director Mike Tsui

BENTLEY COMMUNICATIONS

Unit 13, 6/F., Global Gateway Tower,
63 Wing Hong Street, Cheung Sha Wan,
Kowloon, Hong Kong
Tel: +852 3960 1900; Fax: +852 2827 1337
Email: info@bentleyhk.com
Website: www.bentleyhk.com
Year Established
1987
Personnel
Managing Director Alfred Wan
General Manager Vivian Yim
General Manager Mabel Chau
No. of Employees
35
Branches/Affiliates
Worldwide strategic partner network
across Hong Kong, Mainland China, Taiwan,
Japan, Korea, Singapore, Malaysia,
Thailand, India, Australia, Europe and US
Company Profile
Bentley Communications serves a diverse
range of clients across Corporate & Finance,
Consumer, Community, Healthcare and
Technology sectors. One-stop integrated
solutions for brand consultancy, corporate
communications, investor relations, internal
communications, event marketing, product
launches and promotion, media relations,
design and advertising services. Bentley
offers full-scale integrated communications
solutions for campaigns of all sizes.

BETAKE MARKETING (HK) LTD

Room 1806 Eastern Harbour Centre,
28 Hoi Chak Street, Quarry Bay, Hong Kong
Tel: +852 2730 3138; Fax: +852 2730 3045
Email: bonnie@betake.com.hk
Website: www.betake.com.hk
Personnel
Director Bonnie Lam

BLINK EVENTS & PR CONSULTANTS LTD

Unit 1301 APEC Plaza, 49 Hoi Yuen Road,
Kwun Tong, Kowloon, Hong Kong
Tel: +852 3590 5310
Fax: +852 3590 5218
Email: brenda.wong@blink.com.hk
Website: www.blink.com.hk
Personnel
Director Brenda Wong

BLUECURRENT HONG KONG

Suite 1501, Cityplaza 4, 12 Taikoo Wan Road,
Taikoo Shing, Hong Kong
Tel: +852 2967 6770; Fax: +852 2586 7897
Email: Chris.Plouman@bluecurrentgroup.com
Website: http://bluecurrentgroup.com
Personnel
SVP & Partner, Head of BlueCurrent
Hong Kong Chris Plouman

BMI INNOVATION LTD

33/F Shui On Centre, 6-8 Harbor Road,
Wanchai, Hong Kong
Tel: +852 3970 9230; Fax: +852 3971 0550
Email: schan@bmintelligence.com
Website: www.bmiinno.com
Personnel
Director Sarah Chan

BONVIVANT AND BELLAVITA SHIRLEY & REYNA LTD

3/F Kai Kwong House, 13 Wyndham Street,
Central, Hong Kong
Tel: +852 2649 5538
Email: reyna.harilela@bvandbv.com
Website: www.bvandbv.com
Personnel
Director Reyna Harilela

BRUNSWICK GROUP

12/F Dina House, 11 Duddell Street, Central,
Hong Kong
Tel: +852 3512 5000; Fax: +852 2259 9008
Email: kwalker@brunswickgroup.com
Website: www.brunswickgroup.com
Personnel
Managing Director Tim Payme

BURSON COHN & WOLFE (BCW) HONG KONG

23/F Chinachem Exchange Square,
1 Hoi Wan Street, Quarry Bay, Hong Kong
Tel: +852 2880 0229; Fax: +852 2856 1101
Email: George.Godsall@bm.com
Personnel
Market Leader George Godsall

BUSINESS WIRE

51/F Hopewell Centre, 183 Queen's Road
East, Wanchai, Hong Kong
Tel: +852 3602 3093; Fax: +852 3602 3061
Email: alex.ling@businesswire.com
Website: www.businesswire.hk
Personnel
Client Services Representative Alex Ling

CATCHON & COMPANY LIMITED

Unit 1301, 13/F, Kodak House, Phase II, 39
Healthy Street East, North Point, Hong Kong
Tel: +852 2566 9888; Fax: +852 3544 1144
Email: enquiry@catchonco.com
Website: www.catchonco.com
Personnel
Director Virginia Ngai

CHOICE COMMUNICATION INTERNATIONAL LTD

Room 405 Dominion Centre, 43 Queen's Road
East, Wanchai, Hong Kong
Tel: +852 2522 1133; Fax: +852 2868 0063
Email: anthony.yu@choice-pr.com
Personnel
Managing Director Anthony Yu

CHUNG & TANG COMMUNICATIONS CONSULTANTS

Units A&B, 20/F, Trust Tower, 68 Johnston Road, Wanchai, Hong Kong
Tel: +852 2861 3021; Fax: +852 2529 5676
Email: angel@cnt.com.hk
Website: www.cnt.com.hk
Personnel
Director Angel Chung

CITIGATE DEWE ROGERSON

15/F Chinachem Hollywood Centre, 1 Hollywood Road Central, Hong Kong
Tel: +852 3103 0100; Fax: +852 2524 5599
Email: charlotte.bilney@citigatedewerogerson.com
Website: www.citigatedewerogerson.com
Personnel
Co-CEO Asia Pacific Charlotte Bilney

COMMUNIQUE

4D Man Lok Building, 89-93 Bonham Strand, Sheung Wan, Hong Kong
Tel: +852 2850 5990; Fax: +852 2850 5477
Email: jacqui@com-que.com
Website: www.communiquehk.com
Personnel
Director Jacqui Donaldson

COVATTA COMMUNICATIONS LTD

Room 1A, 1/F Wing Tat Commercial Building, 121-125 Wing Lok St., Sheung Wan, Hong Kong
Tel: +852 2525 7488; Fax: +852 2525 5118
Email: mary@covattacommunications.com
Website: www.covattacommunications.com
Personnel
Founder & Managing Director ... Mary Covatta

CRED COMMUNICATIONS LTD

Room 9, 2/F King's House, 971 King's Road, Quarry Bay, Hong Kong
Tel: +852 2110 3519
Email: mandy@credcommunications.com
Website: www.credcommunications.com
Personnel
Managing Director Mandy Queen

DYNAMIC DUO PR

Unit E-F, 10/F, Hollywood Centre, 77-91 Queen's Road West, Sheung Wan, Hong Kong
Tel: +852 3575 9033; Fax: +852 3020 6400
Email: joyce@ddpr.com.hk
Website: www.ddpr.com.hk
Personnel
PR Director Joyce Mak

EDELMAN HONG KONG

Room 701 Central Plaza, 18 Harbour Road, Wanchai, Hong Kong
Tel: +852 2804 1338; Fax: +852 2804 1303
Email: hongkong@edelman.com
Personnel
Hong Kong Managing Director Adrian Warr

E'S CONCEPT COMMUNICATION LTD

12/F Greatmany Centre, 111 Queen's Road East, Wanchai, Hong Kong
Tel: +852 2890 8277; Fax: +852 2808 2653
Email: gloria@esconcept.com
Website: www.esconcept.com
Personnel
Director Gloria Dui

ESDLIFE

Unit 1209, 12/F, Two Harbourfront, 22 Tak Fung Street, Hung Hom, Kowloon, Hong Kong
Tel: +852 2128 9866; Fax: +852 2189 7448
Email: colettecheung@esdlife.com
Website: www.esdlife.com
Personnel
Corporate Communication Manager Colette Cheung

ETYMON COMMUNICATIONS & BRAND MANAGEMENT CONSULTANTS LTD

Room 807, 8/F Tower One, Enterprise Square, 9 Sheung Yuet Road, Kowloon Bay, Kowloon, Hong Kong
Tel: +852 2522 3822; Fax: +852 2522 2058
Email: georgeana.fung@etymon.com.hk
Website: www.etymon.com.hk
Personnel
Chief Executive Officer Georgeana Fung

FINANCIAL PR (HK) LTD

5/F BOC Group Life Assurance Tower, 136 Des Voeux Road Central, Central, Hong Kong
Tel: +852 2610 0846; Fax: +852 2610 0842
Email: hf@financialpr.hk
Website: www.financialpr.hk
Personnel
Managing Director Hon Fung

FINSBURY ASIA LTD

501 Henley Building, 5 Queen's Road Central, Central, Hong Kong
Tel: +852 3166 9888; Fax: +852 3166 9818
Email: ben.richardson@finsbury.com
Website: www.finsbury.com
Personnel
Managing Partner Asia Ben Richardson

FLARE COMMUNICATIONS

Unit 3305-8, 33/F Sunlight Tower, 248 Queen's Road East, Wanchai, Hong Kong
Tel: +852 3521 1558
Email: bastian.wong@flare.hk
Website: www.flare.hk
Personnel
Director Bastian Wong

FLEISHMANHILLARD HONG KONG

Suite 1501, Cityplaza 4, 12 Taikoo Wan Road, Taikoo Shing, Hong Kong
Tel: +852 2530 0228
Fax: +852 2845 0363
Email: Rachel.Catanach@fleishman.com
Website: www.fleishman.com.hk
Personnel
President & Senior Partner, Greater China Rachel Catanach

FORTUNE CHINA PUBLIC RELATIONS LTD (HONG KONG)

Unit 1504, 15/F Bonham Trade Centre, 50 Bonham Stand, Sheung Wan, Hong Kong
Tel: +852 2838 1162
Fax: +852 2541 8266
Email: hk@fortunechina.com.cn
Website: www.fortunechina.com.cn
Personnel
Managing Director Annie Zhou

FTI CONSULTING, HONG KONG

Level 35, Oxford House, Taikoo Place, 979 King's Road, Hong Kong
Tel: +852 3768 4500; Fax: +852 3012 9664
Email: james.jarman@fticonsulting.com
Website: www.fticonsulting.com
Personnel
Senior Managing Director, Hong Kong James Jarman

GHC ASIA - HONG KONG

7/F, The Broadway, 54-62 Lockhart Road, Wanchai, Hong Kong
Tel: +852 2810 0532; Fax: +852 2525 7972
Email: info@ghcasia.com
Website: www.ghcasia.com
Personnel
Group Managing Director Nicola Oldfield

GOLIN HONG KONG

6/F Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2522 6475
Email: jmorgan@golin.com
Website: www.golin.asia
Personnel
Managing Director Jane Morgan

GRAYLING CHINA LIMITED (GRAYLING HK)

15 Chinachem Hollywood Centre, 1 Hollywood Road, Central, Hong Kong
Tel: +852 2164 8880
Fax: +852 2164 8778
Email: stephanie.stamatakou@grayling.com
Website: www.grayling.com/hk
Personnel
CEO, APAC Stephanie Stamatakou

Hill+Knowlton Strategies

HILL+KNOWLTON STRATEGIES, HONG KONG

36/F, PCCW Tower, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2894 6321; Fax: +852 2576 3551
Email: nan.dong@hkstrategies.com
Website: www.hkstrategies.com
Personnel
Managing Director, Hong Kong and Financial Communications
Practice Director, China Nan Dong
Deputy Managing Director, Hong Kong Kristy Chan

Branches/Affiliates

Part of the Hill+Knowlton Strategies worldwide network with over 85 offices in more than 45 countries

Company Profile

Financial and Investor Relations, Corporate Communications, Digital Communications and Social Media, Technology PR (B2B and Consumer), Crisis and Issues Management, Executive Communication Training (Media, Crisis, Presentation Skills), Change and Internal Communications, Public Affairs, Marketing Communications, Healthcare & Pharmaceuticals, Sustainability, Industry Analyst Relations. Integrated Marketing, Creative Solutions



THE HOFFMAN AGENCY (HONG KONG)

20/F Regent Center, 88 Queen's Road Central, Central, Hong Kong
Tel: +852 2581 9380; Fax: +852 2581 9389
Email: msparrow@hoffman.com
Website: www.hoffman.com

Year Established
1999

Personnel

General Manager, Hong Kong.. Marc Sparrow

Branches/Affiliates

Global Headquarters: Silicon Valley;

Europe Headquarters: London;

Asia Headquarters: Hong Kong;

Other offices: Beijing, Seoul, Shanghai,

Singapore and Tokyo

Affiliates in Asia Pacific countries:

Australia, India, Indonesia, Malaysia,

Philippines, Taiwan, Thailand and Vietnam.

Company Profile

Looking to kick start an APAC PR strategy?

Make noise in China? Or generate buzz among Hong Kong's tech savvy and well-connected society? That's where we come in. The Hoffman Agency's Hong Kong office has been working closely with global tech companies, local startups and major Asian brands across a variety of sectors since our establishment in 2000.

As storytellers, brand strategists, reputation management consultants, content curators and conversationalists, we are passionate about helping these brands and their executives stand out in the global marketplace.

IMPACT! COMMUNICATIONS

PO Box 3623, GPO Central, Hong Kong
Tel: +852 9162 2792
Fax: +852 3483 6070
Email: impactcom@netvigator.com
Website: www.maximpactbizwriting.com

Personnel

Managing Partner Sessa Sam

INSIGHT MARKETING & PR LTD

Unit 602, 6/F SUP Tower, 75-83 King's Road, Hong Kong
Tel: +852 3460 2660
Fax: +852 3460 2669

Email: sandy@insightmpr.com

Website: www.insightmpr.com

Personnel

Director Sandy Ho

INSTINCTIF PARTNERS (HONG KONG) LIMITED

26/F Two Chinachem Plaza, 68 Connaught Road Central, Hong Kong
Tel: +852 2884 3301
Fax: +852 2884 3302

Email: crystal.chan@instinctif.com

Website: www.instinctif.asia

Personnel

Managing Partner & General Manager Greater China Crystal Chan

INTEGRATED PUBLICITY SERVICES LTD

25/F, 101 King's Road, North Point, Hong Kong
Tel: +852 2890 7330; Fax: +852 2576 3278
Email: peter@ipshkg.com

Personnel

Director Peter Wong

IPR OGILVY HONG KONG

Units 2008-12, 20/F The Center, 99 Queen's Road Central, Central, Hong Kong
Tel: +852 2136 6185; Fax: +852 3170 6606
Email: info.ipr@iprogilvy.com

Website: www.iprogilvy.com

Personnel

Co Managing Director Callis Lau

JACK MORTON WORLDWIDE (HONG KONG)

7/F Oxford House, Tai Koo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2805 1767; Fax: +852 2805 1768
Email: natalie_ackerman@jackmorton.com.hk
Website: www.jackmorton.com

Personnel

EVP Greater China Natalie Ackerman

JIN COMMUNICATIONS

Unit 604, 6/F, Opulent Building, 396-416 Hennessy Road, Wanchai, Hong Kong
Tel: +852 3157 1383; Fax: +852 3904 7878
Email: minnie.king@jin-comm.com
Website: www.jin-comm.com

Personnel

Director Minnie King

JOYOUS COMMUNICATIONS

17/F The Broadway, 54-62 Lockhart Road, Wanchai, Hong Kong
Tel: +852 2560 8300; Fax: +852 2560 8133
Email: judy.wong@joyoushk.com
Website: www.joyoushk.com

Personnel

Managing Director Judy Wong

KREAB (HONG KONG)

20/F, Chinachem Hollywood Centre, 1-13 Hollywood Road, Central, Hong Kong
Tel: +852 2218 9988; +65 3163 7472
Email: ssophaon@kreab.com
Website: www.kreab.com

Personnel

Managing Partner Hong Kong & Singapore Sophie Sophaon

LAYKIN COMMUNICATIONS

Suite 711, 7/F, Block E, 13-15 Hong Shing Street, Quarry Bay, Hong Kong
Tel: +852 2894 8105; Fax: +852 2577 5817
Email: group@laykinhk.com
Website: www.laykincommunications.com

Personnel

EVP & COO Priscilla Hui

LEE WOLTER CO LTD

7/F Hang Seng North Point Building, 341 King's Road, North Point, Hong Kong
Tel: +852 2807 1272; Fax: +852 2887 7026
Email: vincentlam@leewolter.com.hk
Website: www.leewolter.com.hk

Personnel

Director Vincent Lam

LEWIS - GLOBAL COMMUNICATIONS (HONG KONG)

Unit 2, Floor 16, 88 Hing Fat Street, Causeway Bay, Hong Kong
Tel: +852 3944 5000
Email: hellohongkong@teamlewis.com
Website: www.teamlewis.com/asia

Personnel

General Manager, Big Bay Area, Greater China Keso Kendall

LINK-WORK COMMUNICATIONS (HK) LTD

Room 1001-2 Lansing House, 41-47 Queen's Road Central, Hong Kong
Tel: +852 2530 0388
Fax: +852 2530 0399

Email: kitty_ip@link-work.com.hk

Personnel

Managing Director Kitty Ip

MADISON COMMUNICATIONS LTD

Room 03-04, 13/F Valley Centre, 80-82 Morrison Hill Road, Happy Valley, Hong Kong
Tel: +852 2881 8612
Fax: +852 2881 8716

Email: sam@madsion.asia

Website: www.madsion.asia

Personnel

Chief Executive Officer Samuel Mak

MAZARINE HONG KONG LTD

Room 403, Shun Tak Centre, 200 Connaught Road Central, Hong Kong
Tel: +852 3101 4680
Fax: +852 3101 4681
Email: michelle.cheng@mazarineap.com
Website: www.mazarineap.com

Personnel

Chief Executive Officer Michelle Cheng

MEDIA OUTREACH (HONG KONG)

2506 Pacific Plaza, 410 Des Voeux Road West, Western District, Hong Kong
Tel: +852 3996 9730
Email: info@media-outreach.com
Website: www.media-outreach.com

Personnel

Founder & Managing Director Jennifer Kok

MEDIA POWER MARKETING & PR

43/F AIA Tower, 183 Electric Road, Hong Kong
Tel: +852 3583 1665
Email: info@mediapower.hk
Website: www.mediapower.hk

Personnel

Director May Lam

MHP COMMUNICATIONS

21A World Trust Tower, 50 Stanley Street, Central, Hong Kong
Tel: +852 3114 6339
Fax: +852 3114 6166
Email: hongkong@mhp.com
Website: www.mhp.com/hongkong

Personnel

CEO Asia Pacific Emma Smith

MSL HONG KONG

6/F AIA Kowloon Tower, 100 How Ming Street,
Kwun Tong, Hong Kong
Tel: +852 2886 5523; Fax: +852 2904 0340
Email: alexis.chiu@saatchi.com.hk
allison.hung@mslgroup.com
Website: www.asia.mslgroup.com

Year Established

1998

Personnel

Group Managing Director, South China
..... Alexis Chiu

No. of Employees

30

Branches/Affiliates

Part of Publicis Groupe

Company Profile

MSL is a global PR and social-engagement consultancy with full digital capabilities. From market leadership to brand love, we create stories, content, and experiences that transform the way people think, feel and behave. Our award-winning teams span consumer marketing, corporate and B2B communications, digital and content, crisis and issues management.

NEW POINT MARKETING LTD

Room 2214, 22/F Miramar Tower,
132 Nathan Road, Tsim Sha Tsui, Hong Kong
Tel: +852 3428 5830; Fax: +852 2780 3626
Email: lily@new-point.com
Website: www.new-point.com

Personnel

Project Director Lily Chan

NEWELL PUBLIC RELATIONS HK

2107 Island Place Tower, 510 King's Road,
North Point, Hong Kong
Tel: +852 2572 2100; Fax: +852 2572 2113
Email: davidc@newell.com
Website: www.newell.com

Personnel

Managing Director David Croasdale

NEWGATE COMMUNICATIONS (HK) LTD

701-2 Winsome House, 73 Wyndham Street,
Central, Hong Kong
Tel: +852 3758 2680
Fax: +852 3753 2150
Email: info@newgatecomms.com
Website: www.newgatecomms.com

Personnel

Managing Partner Richard Barton



OCCASIONS

OCCASIONS PR & MARKETING LTD.

Room 403, 2/F, Shun Tak Centre,
200 Connaught Road Central,
Hong Kong

Tel: +852 2523 7666

Fax: +852 2810 6598

Email: info@occhk.com

Website: http://www.occhk.com

Year Established

1987

Personnel

Founder & Chairman Pansy Ho
Director & Chief Executive Officer

..... Michelle Cheng

Executive Director Estella Niem

Director Yvette Yung

No. of Employees

15

Branches/Affiliates

Beijing

Company Profile

Founded in 1987 by Pansy Ho, Occasions

is now part of Mazarine Asia Pacific, the

regions first Sino-French integrated

PR/Marketing agency. Occasions has

hosted over 3,000 events for over 800

international brands, creating high

impact campaigns that put its luxury

brand clients and products on the "most

wanted" list. Fashion changes but the

personality of Occasions endures.

Leveraging on its exclusive database

of movers and shakers and its personal

relationships with social elites who

appreciate and understand luxury

lifestyle.

OCEANWIDE IR LIMITED

23/F, Two Chinachem Central,
26 Des Voeux Road Central, Hong Kong
Tel: +852 2217 2753

Fax: +852 3905 8732

Email: mandy.lo@oceanwidefinancial.com

Website: www.oceanwir.com

Personnel

Associate Director, Investor Relations &
Media Mandy Lo

Ogilvy

23/F The Center,
99 Queen's Road Central,
Central, Hong Kong
Tel: +852 2567 4461
Fax: +852 2560 0681
Email: clara.shek@ogilvy.com
Website: www.ogilvy.com

Personnel

Managing Director Clara Shek

PASSION PR LTD

Room 608A, 6/F Opulent Building,
402-406 Hennessy Road,
Causeway Bay,
Hong Kong
Tel: +852 2951 0155
Fax: +852 2951 0565

Email: catherine@passionprhk.com

Website: www.passionprhk.com

Personnel

Director Catherine Choi



PRIME

Suite 1208, 299QRC
299 Queen's Road Central, Hong Kong

Tel: +852 2973 0181

Fax: +852 2973 0092

Email: laura@pr-ime-asia.com

Website: www.pr-ime-asia.com

Year Established

2007

Personnel

Managing Director Laura Southwood

Company Profile

PRIME is a leisure + lifestyle public relations agency that has been helping companies to sparkle in their sector, dazzle their competitors and enlighten the media since 2007. Based in Hong Kong, its perfectly formed team comes together from different backgrounds - from the PR purist, the pen-poised journalist, the marcomms extraordinaire to enthusiastic fresh grad to formulate and produce striking campaigns that fall in budget and on brand.



WWW.PR-IME-ASIA.COM | @PRIME_ASIA_PR

CREATIVE STRATEGY
MEDIA RELATIONS
INFLUENCER ENGAGEMENT
GUEST RELATIONS
EVENT MANAGEMENT
SOCIAL MEDIA

POEM COMMUNICATIONS LTD

Room 2301, 23/F Keen Hung Commercial Building, 80 Queen's Road East, Wanchai, Hong Kong
Tel: +852 2234 9123
Fax: +852 2234 9008
Email: vchiao@poemcommunications.com
Website: www.poemcommunications.com

Personnel

Managing Director Veronica Chiao

POWELL TATE (HONG KONG)

8/F Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2106 9400
Fax: +852 2563 8236
Email: ashu@powelltate.com

Personnel

Managing Director Albert Shu

PR ASIA CONSULTANTS LTD

5/F Euro Trade Centre, 13-14 Connaught Road Central, Hong Kong
Tel: +852 2583 9938; Fax: +852 2583 9138
Email: tl.chow@prasia.net
Website: www.prasia.net

Personnel

Deputy General Manager T L Chow

PR NEWSWIRE (HONG KONG)

Room 1608, 16/F China Resources Building, 26 Harbour Road, Wanchai, Hong Kong
Tel: +852 2572 8228
Fax: +852 2572 1808
Email: hkcs@prasia.com
Website: www.prasia.com

Personnel

Vice President, Asia-Pacific, Sales & Marketing Royce Shih

PRELATIONS GROUP RESTAURANT PR AGENCY

Suite 8A, 16/F Well Centre, 68 Ta Chuen Ping Street, Kwai Chung, Hong Kong
Tel: +852 2423 7263
Fax: +852 2423 7303
Email: info@prelations-group.com
Website: www.prelations-group.com

Personnel

Public Relations Manager Tiffie Chow

PRESTIQUE LTD

2/F Richmake Commercial Building, 189-200 Queen's Road, Central, Hong Kong
Tel: +852 2541 9393
Fax: +852 2541 6811
Email: ema@prestique.com
Website: www.prestique.com

Personnel

CEO & Founder Esther Ma

PRO MARKETING SERVICES CO LTD

18/F Wing Hing Commercial Building, 139 Wing Lok Street, Sheung Wan, Hong Kong
Tel: +852 2851 1482
Fax: +852 2851 7767
Email: info@propublicity.com
Website: www.propublicity.com

Personnel

Director Catherine Cheung

QUINTESSENTIALLY HONG KONG

2/F Teda Building, 87 Wing Lok Street, Sheung Wan, Hong Kong
Tel: +852 2540 8595
Fax: +852 2544 5595
Email: enquiriesHK@Quintessentially.com
Website: www.quintessentially.com/
Personnel
CEO Asia Pacific Kathy Gallagher



RUDER FINN HONG KONG

24/F Neich Tower, 128 Gloucester Road Hong Kong
Tel: +852 2521 0800; Fax: +852 2521 7088
Email: info@ruderfinnasia.com
Website: www.ruderfinnasia.com

Year Established

1989

Personnel

Executive Vice President,
Regional Director of Asia
and Managing Director, Greater China
..... Elan Shou

Executive Vice President,
Global Reputation & Risk Management
..... Charles Lankester

Senior Vice President & General Manager
..... Paul Yang

No. of Employees

24

Branches/Affiliates

Ruder Finn Bangalore, Ruder Finn Beijing, Ruder Finn New Delhi, Ruder Finn Guangzhou, Ruder Finn Malaysia, Ruder Finn Mumbai, Ruder Finn Shanghai, Ruder Finn Singapore, RFI Asia, RF Thunder Beijing, RF Thunder Guangzhou, RF Thunder Hong Kong, RF Thunder Shanghai

Company Profile

The Art and Science of Engagement: Ruder Finn Asia is a subsidiary of Ruder Finn Inc, one of the world's largest privately-owned communications consultancies. It employs close to 500 consultants in Asia-Pacific and is represented across all other regional markets through a network of high quality partners.

As an integrated communication consultancy, it helps clients engage with those vital to their success, delivering meaningful, measurable, business results through inspirational, data-driven, communications counsel and solutions. Its expertise encompasses reputation management, digital and social marketing strategy, employee engagement, branding and executive skills training including Activation, a unique practice which establishes creative partnership opportunities. Their research and analysis team provides insights and counsel in market trends, producing annual research reports including the China Luxury Forecast, Physicians Digital Outlook Survey and other publications.

RACEPOINT GLOBAL HONG KONG

1605-8, 16/F Sunlight Tower, 248 Queen's Road East, Wanchai, Hong Kong
Tel: +852 3111 9988
Email: mjackson@racepointglobal.com
Website: www.racepointglobal.com

Personnel

Deputy Managing Director, Asia
..... Mark Jackson

RF THUNDER HONG KONG

24/F Neich Tower, 128 Gloucester Road, Hong Kong
Tel: +852 2201 6450; Fax: +852 2521 7088
Email: jeffersonhou@rfthunder.com
Website: www.rfthunder.com

Personnel

Senior Vice President & General Manager
..... Jefferson Hou

SAGE COMMUNICATIONS CO LTD

Room 2602 Tung Wai Commercial Building, 111 Gloucester Road, Wanchai, Hong Kong
Tel: +852 2801 7111; Fax: +852 2801 7110
Email: dho@sagecom.com.hk
Website: www.sagecom.com.hk

Personnel

Founder Daphne Ho

SAY IT LOUD CO LTD

10/F Catic Plaza, 8 Causeway Bay Road, Causeway Bay, Hong Kong
Tel: +852 2347 7022
Email: crystal@sayitloud.com.hk
Website: www.sayitloud.com.hk

Personnel

Director Crystal Chan



SINCLAIR

SINCLAIR

7/F, 299 QRC, 299 Queen's Road Central, Sheung Wan, Hong Kong

Website: www.sinclaircomms.com

Personnel

Founder & CEO Kiri Sinclair

Executive Director Kevin Lam

No. of Employees

50

Company Profile

Sinclair is a multi award-winning independent PR, digital and experiential communications agency. We work across industry and sector with one goal in mind – to create business impact for our clients through persuasive storytelling. Our ability to embrace new technologies and our bold approach to brand communications builds value, inspires action, changes opinion and grows reputation. Our expert team of strategists deliver seamlessly integrated PR programmes that ensure brands are shaping the conversations that matter. We influence.

SMART TALENTS MARKETING COMMUNICATIONS

Suite 907 Silvercord Tower 2,
30 Canton Road, Tsim Sha Tsui, Hong Kong
Tel: +852 2150 1935; Fax: +852 8147 0621
Email: patrick@smarthalents.com
Website: www.smarthalents.com
Personnel
Director Patrick Cheung



STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

STRATEGIC PUBLIC RELATIONS GROUP

24th Floor, Admiralty Centre 1,
18 Harcourt Road, Hong Kong

Unit 601-602, 6/F, Shanghai Industrial
Investment Building, 48-62 Hennessy
Road, Wanchai, Hong Kong

Unit 2101-2, 21/F, Shanghai Industrial
Investment Building, 48-62 Hennessy
Road, Wanchai, Hong Kong

Tel: +852 2527 0490; Fax: +852 2114 4948
Email: richard.tsang@sprg.com.hk
Website: www.sprg.com.hk
www.sprg.asia

Year Established

1995

Personnel

Chairman Richard Tsang

No. of Employees

310

Branches/Affiliates

Member Company: Hong Kong, Beijing,
Shanghai, Guangzhou, Taiwan,
Singapore, Malaysia

Affiliates Network: Japan, Korea,
Thailand, Indonesia, Philippines,
Vietnam, India, Australia, USA, UK,
France, Germany, Italy, Belgium, Spain,
Portugal, Switzerland, Sweden, Canada,
Brazil, Mexico, Mongolia, United Arab
Emirates, Russia, South Africa

Company Profile

SPRG is the largest PR consultancy
in Hong Kong specialising in investor
relations, corporate and marketing
communications public affairs and
government relations. It was named "Asia

Pacific Network of the Year" and "Greater
China Independent Agency of the Year"
by Campaign; "PR Agency of the Year" in
APAC and Asia and Grand Stevie Awards
Winner by The Stevie Awards; "Corporate
Consultancy of the Year" and "Asia Pacific
Financial Consultancy of the Year" by The
Holmes Report; "Local Hero-PR Agency"
and "Best Crisis Management Team" by
Marketing Magazine.

STRATEGIC FINANCIAL RELATIONS LIMITED

Tel: +852 2864 4825; Fax: +852 2527 1196
Email: esther.chan@sprg.com.hk
Website: www.sprg.com.hk
www.sprg.asia

Personnel

Managing Director Esther Chan

STRATEGIC FINANCIAL RELATIONS (CHINA) LIMITED

Tel: +852 2864 4827; Fax: +852 2527 1271
Email: anita.cheung@sprg.com.hk
Website: www.sprg.com.hk
www.sprg.asia

Personnel

Managing Director Anita Cheung

STRATEGIC COMMUNICATIONS CONSULTANTS LIMITED

Unit 601-2, 6/F, Shanghai Industrial
Investment Building, 48-62 Hennessy
Road, Wanchai, Hong Kong
Tel: +852 2114 4998
Fax: +852 2114 0880
Email: vivian.fok@sprg.com.hk
Website: www.sprg.com.hk
www.sprg.asia

Personnel

Managing Director Vivian Fok

STRATEGIC CSR NETWORK LIMITED

Room 2101-2, 21/F, Shanghai Industrial
Investment Building, 48-62 Hennessy
Road, Wanchai, Hong Kong
Tel: +852 2864 4822
Fax: +852 2114 4948
Email: eveline.wan@sprg.com.hk
brenda.chan@sprg.com.hk
Website: www.sprg.com.hk
www.sprg.asia

Personnel

Director Eveline Wan

Assistant Director Brenda Chan

ASIANET COMMUNICATIONS LIMITED

Room 2101-2, 21/F, Shanghai Industrial
Investment Building, 48-62 Hennessy
Road, Wanchai, Hong Kong
Tel: +852 2508 3600; Fax: +852 2805 6099
Email: info@asianet-sprg.com.hk
Website: www.asianet-sprg.com.hk
www.sprg.com.hk
www.sprg.asia

Personnel

Managing Director Heidi Cheng

THE SWAH INTERNATIONAL

2/F Keybond Commercial Centre,
38 Ferry Street, Kowloon, Hong Kong
Tel: +852 2944 0648; Fax: +852 2443 5449
Email: general@theswah.com
Website: www.theswah.com
Personnel
Director Sissie Yiu

T6.COMMUNICATIONS LTD

15/F Tower Admiralty Centre, 18 Harcourt
Road, Admiralty, Hong Kong
Tel: +852 2511 8388; Fax: +852 2511 8238
Website: www.t6pr.com

TECHWORKS ASIA LTD

Unit A, 7/F, World Trust Tower,
50 Stanley Street, Central, Hong Kong
Tel: +852 2525 8038; Fax: +852 2525 1893
Email: info@techworksasia.com
Website: www.techworksasia.com
Personnel
Managing Director Dr Gordon Wong

WASABI CREATION LTD

Unit 205, 2/F Prosperity Millennia Plaza,
663 King's Road, North Point, Hong Kong
Tel: +852 2811 4900; Fax: +852 2880 0400
Email: ruby@wasabic.com.hk
Website: www.wasabic.com.hk
Personnel
Director Ruby Wan

WE COMMUNICATIONS (HONG KONG)

Room 1901-04, 19/F Tai Yau Building,
181 Johnston Road, Wanchai, Hong Kong
Tel: +852 2578 2823; Fax: +852 2578 2849
Email: ageronimi@we-worldwide.com
Website: www.we-worldwide.com/apac
Personnel
APAC Brands Lead and Managing Director,
Hong Kong Anne Geronimi



Hong Kong | Shanghai | Beijing

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WEBER SHANDWICK (HONG KONG)

8/F Oxford House, Taikoo Place,
979 King's Road, Quarry Bay,
Hong Kong
Tel: +852 2845 1008
Fax: +852 2868 0224
Email: ashu@webershandwick.com
Website: www.webershandwick.asia

Personnel

Managing Director Albert Shu

WONDERFUL SKY FINANCIAL GROUP LTD

9/F The Centre, 99 Queen's Road Central,
Central, Hong Kong
Tel: +852 2851 1038
Fax: +852 2598 1588
Email: nancyyang@wsfg.hk
Website: www.wsfg.hk

Personnel

Administrative Manager Nancy Yang

INDIA

20:20 MSL, BANGALORE

G/F JNR City Centre, Plot No 30,
Raja Rammohan Roy Road,
Next to IBIS Bengaluru City Centre,
Sampang Rama Nagar,
Opp. Kanteerava Stadium,
Karnataka, Bangalore 560027,
India
Tel: +91 80 3328 9520
Email: viju.george@2020msl.com
Website: www.2020msl.com

Personnel

Managing Director Viju George

20:20 MSL, CHENNAI

17/B, 1st Floor, "JAMALS",
Jagannathan Street,
Nungambakkam, Chennai 600034,
India
Tel: +91 44 3071 8385
Email: viju.george@2020msl.com
Website: www.2020msl.com

Personnel

Managing Director Viju George

20:20 MSL, DELHI

Plot No. 211, Ground Floor,
Okhla Industrial Area Phase III,
New Delhi 110020, India
Tel: +91 11 3076 3700
Email: viju.george@2020msl.com
Website: www.2020msl.com

Personnel

Managing Director Viju George

20:20 MSL, HYDERABAD

Unit 104, 1/F Lake Melody Apartments,
H-No. 6-3-1099/1/14 & 15,
Hotel Fortune Katriya Lane,
Raj Bhavan Road, Somajiguda,
Hyderabad 500082, India
Tel: +91 40 4012 4560
Email: viju.george@2020msl.com
Website: www.2020msl.com

Personnel

Managing Director Viju George

20:20 MSL, MUMBAI

14th Floor, Urmi Estate, 95,
Ganpatrao Kadam Marg, Lower Parel (West),
Mumbai 400013, India
Tel: +91 22 3314 7600
Email: viju.george@2020msl.com
Website: www.2020msl.com

Personnel

Managing Director Viju George

20:20 MSL, PUNE

Unit 312, Aurora Towers, East Wing, 3/F,
9 Moledina Road, Camp, Pune 411001, India
Tel: +91 20 3018 5123
Email: viju.george@2020msl.com
Website: www.2020msl.com

Personnel

Managing Director Viju George

AAKHYA MEDIA SERVICES

B-4/232, Safdarjung Enclave,
New Delhi 110029, India
Tel: +91 11 4640 5200
Email: kavita@aakhya-media.com
Website: www.aakhya-media.com

Personnel

Managing Director Kavita Datta

AAROHAN COMMUNICATIONS

A811, Kailas Business Park,
Hiranandani Link Road, Parkside, Vikhroli (W),
Mumbai 400079, India
Tel: +91 22 2410 3925
Email: meera@aaroohancommunications.com
Website: www.aaroohancommunications.com

Personnel

Founder & Director Meera Tenguria

ADFACTORS PR PVT LTD

City Hall, Kamla Mills Compound,
Lower Parel (W), Mumbai 400013, India
Tel: +91 22 6757 4444; Fax: +91 22 6757 4488
Email: madan@adfactorspr.com
Website: www.adfactorspr.com

Personnel

Managing Director Madan Bahal

ALPHABET MEDIA

1, Indrani Building, North South Road No 2,
Juhu Scheme, Mumbai 400056, India
Tel: +91 98204 04621
Email: tejal@alphabetmedia.in

Personnel

Founder Tejal Daftary

APCO WORLDWIDE (MUMBAI)

C-815, 215 Atrium, Andheri-Kurla Road,
Andheri (E), Mumbai 400059, India
Tel: +91 22 6194 6000
Email: sghosh@apcoworldwide.com
Website: www.apcoworldwide.com

Personnel

Managing Director Sukanti Ghosh

APCO WORLDWIDE (NEW DELHI)

9, Central Block, 1st Floor, ALPS Building,
56 Janpath, Connaught Place,
New Delhi 110001, India
Tel: +91 11 4605 7700
Email: sghosh@apcoworldwide.com
Website: www.apcoworldwide.com

Personnel

Managing Director, India Sukanti Ghosh

APPROACH COMMUNICATIONS

72, 7/F Juhu Groto Apartments,
Next to Sangeeta Society, Off Juhu Road,
Santacruz (W), Mumbai 400049, India
Tel: +91 98209 65004; Fax: +91 22 2660 6242
Email: approachpr@gmail.com
Website: www.approachcommunications.net

Personnel

Director Sonu Tyagi

AVIAN WE (BANGALORE)

911, Prestige Meridian I,
29 MG Road Bangalore 560001, India
Tel: +91 80 4112 6731
Email: info@avian-media.com
Website: www.avianwe.com

Personnel

Group CEO, Avian WE Nitin Mantri
Executive Chairman, Avian WE Nikhil Khanna

AVIAN WE (CHENNAI)

1G, 1st Floor 758, Mount Chambers Anna
Salai Chennai 600002, India
Tel: +91 44 4260 4361
Email: info@avian-media.com
Website: www.avianwe.com

Personnel

Group CEO, Avian WE Nitin Mantri
Executive Chairman, Avian WE Nikhil Khanna

AVIAN WE (DELHI)

74 Link Road Lajpat Nagar III
New Delhi 110024, India
Tel: +91 11 4662 5533
Email: info@avian-media.com
Website: www.avianwe.com

Personnel

Group CEO, Avian WE Nitin Mantri
Executive Chairman, Avian WE Nikhil Khanna

AVIAN WE (HYDERABAD)

303, C82/83 Divya Residency,
Madhuranagar Hyderabad 500038, India
Tel: +91 22 6720 0500
Email: info@avian-media.com
Website: www.avianwe.com

Personnel

Group CEO, Avian WE Nitin Mantri
Executive Chairman, Avian WE Nikhil Khanna

AVIAN WE (PUNE)

Office no 75, CWing, Fourth Floor,
Shreenath Plaza, FC Road, Shivaji Nagar,
Pune 411004, India
Tel: +91 20 6600 0335
Email: info@avian-media.com
Website: www.avianwe.com

Personnel

Group CEO, Avian WE Nitin Mantri
Executive Chairman, Avian WE Nikhil Khanna

BUSINESS WIRE INDIA

Floor No. 2, Tower 9B, DLF Cyber City, DLF
Phase III, Haryana, Gurgaon 122002, India
Tel: +91 124 496 7300; Fax: +91 124 496 7399
Email: taru.agarwal@businesswireindia.com
Website: www.businesswireindia.com

Personnel

Managing Director Taru Agarwal

CANDID COMMUNICATION

Merlin Infinite, 12th Floor, DN-51,
Sector V, Salt Lake, Kolkata 700091,
India
Tel: +91 33 40715643
Email: sayantan@candidcommunication.net
Website: www.candidcommunication.net
Personnel
Director Sayantan Das Adhikari

CATALYST PUBLIC RELATIONS PVT LTD

D3, Gemini Parsn Apartments,
599 Anna Salai, Chennai 600006,
India
Tel: +91 44 2822 0008
Fax: +91 44 2822 0008
Email: rkatalyst@gmail.com
Website: www.catalystpr.in
Personnel
Chief Executive Officer... Ramkumar Singaram

CITIGATE DEWE ROGERSON (INDIA)

2/F Motilal Wadia Building, 22-D,
SABrelvi Road, Horniman Circle,
Fort, Mumbai 400001, India
Tel: +91 22 6645 1234
Email: nitin@cdr-india.com
Website: www.citigatedewerogerson.com
Personnel
Managing Director Nitin Tandon

COHN & WOLFE SIX DEGREES BANGALORE

9th Floor, Prestige Towers,
BHIVE, Residency Road, Ashok Nagar,
Bengaluru, Bangalore 560025,
India
Email: Rishi.Seth@cohnwolfesixdegrees.com
Personnel
Co-Founders Rishi Seth/ Zacharia James

COHN & WOLFE SIX DEGREES DELHI

Second Floor, Plot No. 206, Okhla Industrial
Area Phase III, New Delhi 110020,
India
Tel: +91 11 4389 8900
Fax: +91 11 2691 1444
Email: Rishi.Seth@cohnwolfesixdegrees.com
Personnel
Co-Founders Rishi Seth/ Zacharia James

COHN & WOLFE SIX DEGREES MUMBAI

6th Floor, Jaisingh Commospace,
Dayaldas Service Road,
Ville Parle East, Mumbai 400057,
India
Tel: +91 973911 3676
Email: Rishi.Seth@cohnwolfesixdegrees.com
Personnel
Co-Founders Rishi Seth/ Zacharia James

COMMA CONSULTING PVT LTD

A5, Green Park Extension,
New Delhi 110016, India
Tel: +91 11 4109 8600
Email: pia@comma.in
Website: www.comma.in
Personnel
Chief Operating Officer Pia Desai

COREPR

#3366FF, Sector 32D, Chandigarh 160047,
India
Tel: +91 172 501 6581
Fax: +91 172 501 6581
Email: cj@corepr.com
Website: www.corepr.com
Personnel
Managing Director C.J Singh

CORPORATE RELATIONS PVT LTD

Golf Links Road, Kowdiar,
Trivandrum 695003, India
Tel: +91 47 1 243 3533
Fax: +91 47 1 243 8353
Email: corporaterelationskerala@gmail.com
Personnel
Managing Director V. V. Vinod

CREATIVE CREST

16 Paschim Marg, Vasant Vihar,
New Delhi 110057, India
Tel: +91 98118 71976
Email: kapil@creativecrest.com
Website: www.creativecrest.com
Personnel
Chief Executive Officer Kapil Rampal

DHRUV COMMUNICATIONS

103 Rajiv Gandhi Business Centre,
C.S. Raje Complex, Near Govt. Industrial
Estate, Malad-Charkop Link Road,
Kandivali (W), Maharashtra,
Mumbai 400067, India
Tel: +91 22 2868 5198
Fax: +91 22 2868 5495
Email: dhruv@vsnl.net
Personnel
Managing Director & CEO Padmesh Prabhune

DMA PR

J-1824, Lower Ground Floor,
Chittaranjan Park, New Delhi 110019,
India
Tel: +91 98100 16405
Email: dmainfo@gmail.com
Website: www.dmapr.in
Personnel
Chief Executive Officer Dipayan Mazumdar

EDELMAN INDIA

Edelman Mumbai
101/102, Peninsula Tower 1,
Peninsula Corporate Park,
Ganpatrao Kadam Marg, Lower Parel (W),
Mumbai 400013,
India
Tel: +91 22 43530210/43530214
Fax: +91 22 43530264
Edelman New Delhi- NCR
6th Floor, Vatika Triangle, Sushant Lok-1,
Block A, Gurgaon, Haryana 122002,
India
Tel: +91 124413 1400
Fax: +91 124413 1499

Edelman Bangalore
100/4, Anchorage Building, 1st Floor,
Richmond Road, Bangalore 560025,
India
Tel: +91 80 79440100
Fax: +91 80 79440199
Personnel
India Managing Director Rakesh Thukral

FINESE PR

181 Anand Vihar, Pitampura,
New Delhi 110034, India
Tel: +91 11 4305 6200
Fax: +91 11 4305 6202
Email: amitazad@finesep.com
Website: www.finesep.com
Personnel
Head (Operations & Finance) Amit Azad

FLEISHMANHILLARD (BANGALORE)

Golf View Homes, Wind Tunnel Road off Hal Old
Airport Road, Bangalore 560017,
India
Tel: +91 80 6718 3706
Email: yusuf.hatia@fleishman.com
Website: www.fleishmanhillard.com
Personnel
SVP & Senior Partner, Managing Director,
India Yusuf Hatia

FLEISHMANHILLARD (MUMBAI)

4/F Mudra House, Opp. Grand Hyatt,
Vakola, Santacruz (East),
Mumbai 400055, India
Tel: +91 22 3308 0487
Email: munavar.attari@fleishman.com
Website: www.fleishmanhillard.com
Personnel
SVP & General Manager Munavar Attari

FLEISHMANHILLARD (NEW DELHI)

184, Ground Floor, Platinum Tower,
Udyog Vihar Phase I, Gurgaon 122016, India
Tel: +91 124 661 4539
Fax: +91 124 661 4700
Email: rafi.khan@fleishman.com
Website: www.fleishmanhillard.com
Personnel
SVP & General Manager Rafi Khan

FTI CONSULTING, MUMBAI

Unit 16, Level 3, The Executive Centre,
The Capital, Plot No. C-70, G Block, Bandra
Kurla Complex, Mumbai 400051, India
Tel: +91 22 4905 5710
Email: amrit.singhdeo@fticonsulting.com
Website: www.fticonsulting.com
Personnel
Managing Director, Mumbai.. Amrit Singh Deo

FTI CONSULTING, NEW DELHI

14th Floor, Eros Corporate Tower,
Nehru Place, New Delhi 110019, India
Tel: +91 11 6658 2202
Fax: +91 11 2622 4288
Email: saurabh.joshi@fticonsulting.com
Website: www.fticonsulting.com
Personnel
Senior Director, New Delhi Saurabh Joshi

GENESIS BURSON-MARSTELLER INDIA

Corporate Office, Chimes, 61, Sector 44,
4th Floor, Haryana, Gurgaon 122003, India
Tel: +91 124 441 7501
Fax: +91 124 408 6663
Email: Prema.Sagar@bm.com
Website: www.genesisbm.in
Personnel
Principal & Founder Prema Sagar

GENESIS BURSON-MARSTELLER - EAST, KOLKATA

Block-B, 8/F Apeejay House, Suite #10C
Apeejay Business Centre, 15 Park Street,
West Bengal, Kolkata 700016, India
Tel: +91 33 3025 2665
Fax: +91 9999168913

GENESIS BURSON-MARSTELLER - NORTH, NEW DELHI

Chimes, 61, Sector 44, 4th Floor,
Haryana, Gurgaon 122003, India
Tel: +91 124 441 7501
Fax: +91 124 4086663

GENESIS BURSON-MARSTELLER - SOUTH, BANGALORE

36 Crown Point, Ground and 3rd Floor, Lavelle
Road, Karnataka, Bangalore 560001, India
Tel: +91 80 4417 4501
Fax: +91 80 4417 4550

GENESIS BURSON-MARSTELLER - SOUTH, CHENNAI

JWT, Fagun Mansion, Ethiraj Salai, Egmore,
Tamil Nadu, Chennai 600008, India
Tel: +91 44 4292 9612

GENESIS BURSON-MARSTELLER - SOUTH, HYDERABAD

Orion Block, Ascendas VBIT Park, Madhapur,
Telangana, Hyderabad 500081, India

GENESIS BURSON-MARSTELLER - WEST, MUMBAI

1401A, Tower 2, India Bulls Finance Centre,
Senapati Bapat Marg, Elphinstone Road (W),
Maharashtra, Mumbai 400013, India
Tel: +91 22 4417 4501
Fax: +91 22 2431 6958

GOLINOPINION - JOINT VENTURE WITH GOLIN

(PR & Advocacy division), Phoenix House,
B Wing - 2nd Floor, S.B Marg, Lower Parel,
Mumbai 400013, India
Tel: +91 22 5085 4656 / 4600
Email: Ameer.Ismail@golinopinion.in
Website: www.golinopinion.in

Personnel

PresidentAmeer Ismail

GOOD RELATIONS (INDIA) PVT LTD

Unit 606, 6/F Prathmesh Tower Premises,
Raghuvanshi Mill Compound,
Senapati Bapat Marg,
Lower Parel (W), Mumbai 400013,
India
Tel: +91 22 4073 9100
Email: aditi@gri.co.in
Website: www.goodrelations.co.in

Personnel

Head, Public Relations and Strategy

.....Aditi Ramdass

GREENTHUMB

B-22, 3rd Floor, Lajpat Nagar-3,
New Delhi 110024, India
Tel: +91 11 4172 2890
Email: info@thegreenthumb.biz
Website: www.thegreenthumb.biz

Personnel

ProprietorArjun Banerjee

GUTENBERG COMMUNICATIONS, BANGALORE

A Block, 3rd floor, Malik's Embassy,
No-09 Union Street, Off Infantry Road,
Bangalore 560001, India
Tel: +91 80 4113 3277
Email: info@thegutenberg.com
Website: www.thegutenberg.com

Personnel

Senior Vice President, APAC ..Priscilla Selwine

GUTENBERG COMMUNICATIONS, HYDERABAD

T-Hub Building, 3rd Floor, IIIT-H Campus,
Gachibowli, Telangana, Hyderabad 500032,
India
Tel: +91 8885 000242
Email: priyanka@thegutenberg.com
Website: www.thegutenberg.com

Personnel

Senior Manager Priyanka Pandit

GUTENBERG COMMUNICATIONS, MUMBAI

C-321, 215 Atrium, Andheri Kurla Road,
Maharashtra, Mumbai 400093, India
Tel: +91 22 2926 1551
Email: info@thegutenberg.com
Website: www.thegutenberg.com

Personnel

Assistant Vice President, PR Kunal Dutt

GUTENBERG COMMUNICATIONS, NEW DELHI

A-85, East of Kailash, New Delhi 110065,
India
Tel: +91 11 6651 0900
Email: amardeep@thegutenberg.com
Website: www.thegutenberg.com

Personnel

Chief Operating Officer Amardeep Singh

HANSA PUBLIC RELATIONS

Elphinstone House, 4th Floor, 17 Marzban
Street, Fort, Mumbai 400001, India
Tel: +91 22 4057 6499
Fax: +91 22 2207 4975
Email: sulochana.singh@hansa.co.in
Website: www.rkswamybbdo.com

Personnel

PR ManagerSulochana Singh



HILL+KNOWLTON STRATEGIES

GURGAON OFFICE

DLF Cyber City, 2nd Floor, Tower 9B DLF
Phase III, Gurgaon 122 002, Haryana, India
Tel: +91 124 49 67 300
Fax: +91 124 49 67 399
Email:

kavita.rao@hkstrategies.com

amit.pahuja@hkstrategies.com

charu.raizada@hkstrategies.com

Website: www.hkstrategies.in

Personnel

President and CEO - India Kavita Rao

Director Finance - India Amit Pahuja

Practice Head - Corporate

.....Charu Raizada

MUMBAI OFFICE

3rd Floor, Peninsula Towers,
Peninsula Corporate Park,
G K Marg, Lower Parel
Mumbai 400013,
India

Tel: +91 22 4066 1755

Fax: +91 22 4066 1792

Email: Usha.thomas@hkstrategies.com

Pushpendra.dhansola@hkstrategies.com

Website: www.hkstrategies.in

Personnel

Mumbai Office Head and

Practice Head - Entertainment

.....Usha Thomas

Practice Head - BFSI &

Consumer Technology

.....Pushpendra Dhansola

CHENNAI OFFICE

Fagun Mansion, 3rd Floor,
74 Ethiraj Salai, Chennai 600 008,
India

Tel: +91 44 4292 9720

Fax: +91 44 429 29 667

Email:

sriganesh.raman@hkstrategies.com

Website: www.hkstrategies.in

Personnel

Account DirectorSriganesh Raman

BANGALORE OFFICE

Embassy Heights, 9th Floor,
13 Magrath Road,
Bangalore 560 025, India
Tel: +91 80 4261 2255

Email:

Vikas.prabhakar@hkstrategies.com

Website: www.hkstrategies.in

Personnel

Bangalore Office Head and

Practice Head - Enterprise Technology

..... Vikas Prabhakar

Branches/Affiliates

Part of the Hill+Knowlton Strategies
worldwide network with over 85 offices in
more than 45 countries

Company Profile

Corporate communications, marketing
communications, public affairs,
information technology/ telecom,
energy power & utility, financial
communications, sustainability, social
platforms, thought leadership, internal
communication, food & beverages, auto,
aviation, entertainment, lifestyle, FMCG/
consumer good, travel leisure & tourism,
banking/ finance & insurance, issue
management and crisis communications.

INTEGRAL ADVISORY SERVICES PVT LTD

B-78, First Floor, Defence Colony,
New Delhi 110024,
India

Tel: +91 11 4808 1000

Fax: +91 11 4808 1006

Email: sugato@integral-india.in

Website: www.integral-india.in

Personnel

Director Sugato Hazra

INTEGRATED BRAND-COMM PVT LTD

#68, 1/F Transpode Towers,
Jyothi Nivas College Road, Kormangala,
Bangalore 560095, India
Tel: +91 80 4346 2525
Email: sridhar@brand-comm.com
Website: www.brand-comm.com
Personnel
Founder & CEO Ramanujam Sridhar

KETCHUM SAMPARK INDIA (MUMBAI)

Mangalam House, 38 Walchand Hirachand Marg, Mumbai 400001, India
Tel: +91 98 2004 5560; Fax: +91 22 2284 5550
Email: rajanns@ketchumsampark.com
Website: www.ketchum.com
Personnel
Partner, Managing Director India N. S. Rajan

KETCHUM SAMPARK INDIA (NEW DELHI)

A56 Ground Floor, Kailash Colony, New Delhi 110048, India
Tel: +91 98 2004 5560; Fax: +91 22 2284 5550
Email: rajanns@ketchumsampark.com
Website: www.ketchum.com
Personnel
Partner, Managing Director India N. S. Rajan

KETCHUM SAMPARK INDIA (BENGALURU)

AWFIS First Floor, Samrah Plaza, St. Mark's Road, Bengaluru Karnataka 560001, India
Tel: +91 98 2004 5560; Fax: +91 22 2284 5550
Email: rajanns@ketchumsampark.com
Website: www.ketchum.com
Personnel
Partner, Managing Director India .. N. S. Rajan

KETCHUM SAMPARK INDIA (CHENNAI)

39-B IV, Annu Boag Road, T Nagar, Chennai 600017, India
Tel: +91 98 2004 5560
Fax: +91 22 2284 5550
Email: rajanns@ketchumsampark.com
Website: www.ketchum.com
Personnel
Partner, Managing Director India .. N. S. Rajan

KETCHUM SAMPARK INDIA (HYDERABAD)

Plot 73, Kalapuri Colony Phase 3, Hyderabad 500073, India
Tel: +91 98 2004 5560; Fax: +91 22 2284 5550
Email: rajanns@ketchumsampark.com
Website: www.ketchum.com
Personnel
Partner, Managing Director India .. N. S. Rajan

KETCHUM SAMPARK INDIA (KOLKATA)

53/2, Ballygunge Place, Ground Floor, Kolkata 700019, India
Tel: +91 98 2004 5560; Fax: +91 22 2284 5550
Email: rajanns@ketchumsampark.com
Website: www.ketchum.com
Personnel
Partner, Managing Director India .. N. S. Rajan

KETCHUM SAMPARK INDIA (PUNE)

Office No. 7 Suyash Plaza, Bhandarkar Road, Deccan Gymkhana, Pune 411004, India
Tel: +91 98 2004 5560
Fax: +91 22 2284 5550
Email: rajanns@ketchumsampark.com
Website: www.ketchum.com
Personnel
Partner, Managing Director India .. N. S. Rajan

MADISON PUBLIC RELATIONS

A Unit of Madison World, 349, Business Point, 3rd Floor, Western Express Highway, Andheri (E), Mumbai 400069, India
Tel: +91 22 6675 0416
Fax: +91 22 6654 8340
Email: madhu.chhibber@madisonpr.in
Website: www.madisonindia.com
Personnel
Chief Executive Officer..... Madhu Chhibber

MAVCOMM CONSULTING PVT LTD

K-1/12, 1st Floor, Chittaranjan Park, New Delhi 110019, India
Tel: +91 98707 16285
Email: anand@mavcommgroup.com
Website: www.mavcommgroup.com
Personnel
Managing Director Anand Mahesh Talari

MILEAGE COMMUNICATIONS INDIA PVT LTD

261, 1/F, Lane 5, Westend Marg, Said-ul-Ajaib, New Delhi 110030, India
Tel: +91 72900 50770
Email: puri@mileage.in
Website: www.mileage.in
Personnel
Managing Director Sunil Puri

MSL, AHMEDABAD

Unit 1010, 10/F Venus Atlantis, Opp. Safal Pegasus, Prahlad Nagar, Ahmedabad 380015, India
Tel: +91 79 4050 2022
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, BANGALORE

G/F JNR City Centre, Plot No 30, Raja Rammohan Roy Road, Next to IBIS Bengaluru City Centre, Sampangi Rama Nagar, Opp. Kanteerava Stadium, Karnataka, Bangalore 560027, India
Tel: +91 80 3328 9520
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, CHENNAI

Old No 121/12, New No 275 (Near Studio Cell), TTK Road, Alwarpet, Chennai 600018, India
Tel: +91 44 4225 1717
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, DELHI

Plot No. 211, Group Floor, Okhla Industrial Area Phase-III, New Delhi 110020, India
Tel: +91 11 3076 3700
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, HYDERABAD

Unit 104, 1/F Lake Melody Apartments, H-No. 6-3-1099/1/14 & 15, Near Fortune Katriya Lane, Raj Bhavan Road, Somajiguda, Hyderabad 500082, India
Tel: +91 40 4012 4560
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, KOLKATA

Anandlok Building 4th Floor Block-A227, A.J.C. Bose Road, Kolkata 700020, India
Tel: +91 33 048 0734/42
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, MUMBAI

Urmi Estate, Tower A, 14th Floor, 95, Ganpatrao Kadam Marg, Lower Parel (West), Mumbai 400013, India
Tel: +91 22 3368 0300/301
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, NEW DELHI

Plot No. 211, G/F, Okhla Industrial Area, Phase-III, New Delhi 110020, India
Tel: +91 11 3076 3700
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

MSL, PUNE

312, Aurora Towers, East Wing, 3rd Floor, 9 Moledina Road, Camp, Pune 411001, India
Tel: +91 20 3018 5123
Email: amit.misra@mslgroup.com
Website: www.mslgroup.com
Personnel
Chief Executive Officer..... Amit Misra

OGILVY

Unit 301 D, 3rd Floor, RMZ Centennial, Kundalahalli Main Road, Bangalore 560048, India
Tel: +91 80 4436 0360
Fax: +91 80 4434 4710
Email: ajay.muliyl@ogilvy.com
Website: www.ogilvy.com
Personnel
Senior Associate Partner Ajay Muliyl

OGILVY

139/140 Marshalls Road, 3rd Floor, Egmore,
Chennai 600008, India
Tel: +91 44 4436 0360
Fax: +91 44 4434 4710

Email: vindod.kumar@ogilvy.com
Website: www.ogilvy.com

Personnel

Associate Consultant Vinod Kumar

OGILVY

7th Floor, Tower A, Global Business Park,
Mehrauli-Gurgaon Road, Gurgaon 122002,
India

Tel: +91 124 476 0760
Fax: +91 124 47 44370
Email: arneeta.vasudeva@ogilvy.com
Website: www.ogilvy.com

Personnel

Vice President & Head of Public Relations
..... Arneeta Vasudeva

OGILVY

504 Mahavir House, Basheerbagh Cross
Road, Hyderabad 500029, India
Tel: +91 40 2322 7314

Email: ajay.mulyil@ogilvy.com
Website: www.ogilvy.com

Personnel

Senior Associate Partner Ajay Mulyil

OGILVY

3/F Motijug House, Auckland Place,
Kolkata 700017, India
Tel: +91 33 4434 4700
Fax: +91 33 4434 4370

Email: shekhar.rajak@ogilvy.com
Website: www.ogilvy.com

Personnel

Senior Associate Shekhar Rajak

OGILVY

14/F, Oberoi Commerz, International
Business Park, Oberoi Garden City, Off
Western Express Highway, Goregaon (E),
Mumbai 400063, India
Tel: +91 22 4436 0360
Fax: +91 22 4434 4710
Email: tayyab.imadi@ogilvy.com
Website: www.ogilvy.com

Personnel

Partner Tayyab Imadi

ORION PR

231, 2/F Kuber Complex,
Opp Laxmi Industrial Estate,
New Link Road, Mumbai 400 058, India
Tel: +91 90048 57914
Fax: +91 22 6236 4080

Email: kj@orionpr.in
Website: www.orionpr.in

Personnel

Principal Consultant & CEO Khalid Jamal

PERFECT RELATIONS PVT LTD

S-27, 2/F Mahatta Towers, District Centre,
Mayur Vihar Phase I, New Delhi 110091, India
Tel: +91 11 4999 8999
Fax: +91 11 4666 7603

Email: sanand@perfectrelations.com
Website: www.perfectrelations.com

Personnel

Chief Executive Officer Sanjeev Anand

PR 24X7 NETWORK LTD

F-302, Mangal Murti, CHS,
N.M.Joshi Marg, Lower Parel,
Delisle Road, Mumbai 452010,
India

Tel: +91 97550 20247
Email: atul@pr24x7.com
Website: www.pr24x7.com

Personnel

Managing Director Atul Malikram

PRHUB INTEGRATED MARKETING COMMUNICATION PVT LTD

#22, Samson Arcade, Ground Floor,
Andree Road, Shanthingar,
Bangalore 560027, India
Tel: +91 80 4157 4168

Fax: +91 80 2248 3007
Email: xavier@prhub.com
Website: www.prhub.com

Personnel

Director Jai Xavier Prabhu David

PUBLICIS CONSULTANTS ASIA, BANGALORE

G/F JNR City Centre, Plot No. 30,
Raja Rammohan Roy Road,
Sampangi Rama Nagar,
Opp. Kanteerava Stadium,
Karnataka, Bangalore 560027,
India

Tel: +91 80 3328 9520

Email:

viju.george@publicisconsultants-asia.com
Website: www.publicisconsultants-asia.com

Personnel

Managing Director Viju George

PUBLICIS CONSULTANTS ASIA, DELH

Plot No. 211, Ground Floor,
Okhla Phase III, New Delhi 110020,
India

Tel: +91 11 3076 3700

Email:

viju.george@publicisconsultants-asia.com
Website: www.publicisconsultants-asia.com

Personnel

Managing Director Viju George

PUBLICIS CONSULTANTS ASIA, MUMBAI

14th Floor, Urmi Estate, 95, Ganpatrao
Kadam Marg, Lower Parel (West),
Mumbai 400013, India
Tel: +91 22 3368 0300/301

Email:

viju.george@publicisconsultants-asia.com
Website: www.publicisconsultants-asia.com

Personnel

Managing Director Viju George

QUIKRELATIONS PVT LTD

Plot No. 1250, Second Floor, Sector 82,
JLPL, Airport Road, SAS Nagar,
MOHALI (Punjab-India) 140306,
India

Tel: +91 172 297 2155

Email: info@QRgroup.in
Website: www.quikrelations.com

Personnel

Chief Executive Officer Sachin Khurana

REGIONAL PUBLIC RELATIONS PVT LTD

B-78, LGF, Dayanad Colony, Lajpat Nagar -IV,
New Delhi 110024, India
Tel: +91 11 4165 2777

Email: vivek@regionalpr.in

Website: www.regionalprindia.com

Personnel

Founder & Director Vivek Sood

RUDER FINN INDIA

Unit 001A, Tower B, Ground Floor,
Global Business Park, MG Road,
Gurgaon, New Delhi 122002, India
Tel: +91 124 426 4343

Website: www.ruderfinnasia.com

Personnel

Executive Vice President,
Regional Director of Asia and Managing
Director, Greater China Elan Shou
Managing Director Atul Sharma

S.P.A.G. GURGAON

Unit 701, 7/F Palm Court Building, Sukhrali
Chowk, Sector 14, Gurgaon 122001, India
Tel: +91 9971 455999

Email: siddhartha.kashyap@spag.asia
Website: spag.asia

Personnel

Chief Operating Officer ... Siddhartha Kashyap

S.P.A.G. MUMBAI

Unit 108, 1/F Centre Point,
Andheri Kurla Road, J B Nagar, Andheri (E),
Mumbai 400059, India
Tel: +91 981009 1402

Email: aman.gupta@spag.asia

Website: spag.asia

Personnel

Founder Aman Gupta

SENTINEL PUBLIC RELATIONS PVT LTD

B-603, Samajdeep Adukia Road, Kandivli (W),
Mumbai 400067, India
Tel: +91 22 2862 5131
Fax: +91 22 2862 5133

Email: mitesh@publicrelationindia.com

Website: www.publicrelationindia.com

Personnel

Chief Executive Officer Mitesh M Kapadia

SHUBANG COMMUNICATIONS PVT LTD

582, Plot No 35, Sriramnagar Nagar Colony,
Sanjeevareddy Nagar, Hyderabad 500038,
India

Tel: +91 40 2381 0303

Email: shubang.communications@gmail.com

Website: www.shubangcommunications.com

Personnel

CEO & Managing Director Jyothi Gosala

SOLUS MEDIA

409C Badukhan Estate, Basheerbagh,
Telangana state, Hyderabad 500001,
India

Tel: +91 40 2323 0750

Fax: +91 40 2324 1484

Email: solusmedia@gmail.com

Website: www.solusmedia.com

Personnel

Managing Director D. Ramchandram

TORQUE COMMUNICATIONS PVT LTD

892, First Floor,
Udyog Vihar - Phase 1,
Gurgaon 122016,
India
Tel: +91 1244283939
Fax: +91 1244283940
Email: supriyogupta@torquemail.com
Website: www.torquecommunications.in
Personnel
Managing Director Supriyo Gupta

VALUE 360 COMMUNICATIONS

252L, 2/F, Sant Nagar,
East of Kailash,
New Delhi 110065,
India
Tel: +91 1146658888
Fax: +91 1146658800
Email: kunal@value360india.com
Website: www.value360india.com
Personnel
Founder Director Kunal Kishore

WCM IMAGE MANAGEMENT PVT LTD

Level 5, Tower C,
3C Green Boulevard,
B9/A, Sector 62,
Rasoolpur Nawada, Industrial Area,
Sector - 106, Noida 201307,
India
Tel: +91 1206608178
Fax: +91 1206608003
Email: manoj@wcmim.com
Website: www.WCMIM.com
Personnel
Founder & Managing Director Manoj Barman

WEBER SHANDWICK (INDIA)

Delhi NCR
CMGRP India Pvt Ltd
DLF Cyber Greens, Tower B, Level 15,
DLF Cyber City, Phase 3,
Sector 24 Gurugram 122002,
Haryana,
India
Tel: +91 1244153200

Mumbai

CMGRP India Pvt Ltd
We Work, 4th Floor,
The Masterpiece,
Marol Metro Station,
Marol, Andheri East, Mumbai,
Maharashtra 400059,
India
Tel: +91 2240311200

Bengaluru

Weber Shandwick,
IndiQube The Leela Galleria,
6th Floor, 23, Old Airport Road,
Kodihalli, Bengaluru,
Karnataka 560008,
India
Tel: +91 8042451200
Email: vpinto@webershandwick.com
Website: www.webershandwickindia.com
Personnel
Chief Executive Officer Valerie Pinto

INDONESIA

ALCHEMY CREATIVE COMMUNICATIONS

Jl. Kyai Maja No. 3, Kebayoran Baru,
Jakarta 12130, Indonesia
Tel: +62 21 7399922; Fax: +62 21 7399111
Email: emyr@alchemy.co.id
Website: www.alchemy.co.id
Personnel
Director, Strategy & Client Relations Emiria Shafiananda

APCO WORLDWIDE (JAKARTA)

35/F Equity Tower, Jl. Jend. Sudirman,
Kav. 52-53 (SCBD), Jakarta 12190, Indonesia
Tel: +62 21 2927 7815
Email: ychalermtiarana@apcoworldwide.com
Website: www.apcoworldwide.com
Personnel
Managing Director Yanichnat Oom Chalermtiarana

ASIAPR

Jl. Kartika Alam II No. 47, Pondok Indah,
Kebayoran Baru, Jakarta Selatan,
Jakarta 12310, Indonesia
Tel: +62 21 2276 3241
Email: kaezar.maulana@asiapr.id
Website: www.asiapr.id
Personnel
Managing Partner Kaezar Maulana

BUDGE COMMUNICATIONS

Pondok Indah Plaza III, Blok D 03 JI Maria
Walanda Maramis Pondok Indah,
Jakarta 12310, Indonesia
Tel: +62 21 782 1295
Email: info@budgecom.com
Website: www.budgecom.com
Personnel
Director Ayu Meganingrum

BURSON COHN & WOLFE (BCW) INDONESIA

Menara Jamsostek Gedung Utara 12th Floor,
Jl. Jend Gatot Subroto No 38, Jakarta 12710,
Indonesia
Tel: +62 21 52963880; Fax: +62 21 52963881
Email: BCWIndonesia@bm.com
Personnel
Market Leader Nia Pratiwi

COGNITO COMMUNICATIONS COUNSELLORS

Jl. Cisarigiri V No 6, Kebayoran Baru,
Jakarta 12170, Indonesia
Tel: +62 21 7399928; Fax: +62 21 72798914
Email: yanti_pramudya@cognito.co.id
Website: www.cognito.co.id
Personnel
Managing Director Yanti Pramudya

EDELMAN INDONESIA

Menara Sentra, 21st Fl., Jl. Iskandarsyah
Raya No. 1A, Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +62 21 72159000; Fax: +62 21 72786980
Email: jakarta.office@edelman.com
Website: www.edelman.id
Personnel
Senior Advisor Chadd McIlisky

FLEISHMANHILLARD JAKARTA

33rd Floor, EightyEight@Kasablanka,
Jl. Cassablanca Raya Kav. 88,
Jakarta 12870,
Indonesia
Tel: +62 21 29820233
Fax: +62 21 29820235
Email: louis.tuhatu@fleishman.com
Website: www.fleishmanhillard.com
Personnel
SVP & Partner, General Manager Louisa Tuhatu

FORTUNE PR

Gedung Galaktika,
Jl. Harsono RM. No. 2, Ragunan,
Jakarta 12550,
Indonesia
Tel: +62 21 7658506
Fax: +62 21 7805498
Email: nbd@fortunepr.com
Website: www.fortunepr.com
Personnel
President Director Ati Mughtar



THE HOFFMAN AGENCY (JAKARTA)

Menara Prima 7th Floor,
Kawasan Mega Kuningan,
Jl. DR. Ide Anak Agung Gde Agung Blok 6.2,
Jakarta Selatan 12950,
Indonesia
Tel/Fax: +62 21 5084 7191
Email: chsu@hoffman.com
Website: www.hoffman.com
Year Established
2017
Personnel
Managing Director, Asia Pacific Caroline Hsu

Branches/Affiliates
Global Headquarters: San Jose (Silicon Valley); Europe Headquarters: London;
Asia Headquarters: Hong Kong
Other offices:
Greater China: Hong Kong, Beijing, Shanghai, Taipei
North Asia: Tokyo, Seoul
Southeast Asia: Singapore, Jakarta
Affiliates in Asia Pacific countries:
Australia, India, Malaysia, Philippines, Thailand and Vietnam.

Company Profile
Hoffman Agensi Indonesia opened its doors in Jakarta in November 2017 on the back of supporting clients in Indonesia since 2011. Using our Southeast Asia (SEA) expertise as a springboard and tapping on-the-ground PR talent in Indonesia, we've learned the ins and outs of SEA's largest market.

We deliver a unique offering that serves the needs of multinational companies. Within a year, we've handled a number of international clients leveraging our local market experience combined with our strong media and stakeholder relationships.

GOLIN JAKARTA

PT. Interpublic Group of Companies,
Indonesia, Menara Mulia, 12F, Jl. Jend. Gatot
Subroto Kav. 9-11, Jakarta 12930, Indonesia
Tel: +6221 5292 1881
Email: dsaleh@golin.com/rsuryandari@golin.com
Website: www.golin.asia

Personnel

Head of Operations.. Djohansyah (Johnny) Saleh

IMAGE DYNAMICS

Havas Village, Menara Sentraya 11 F,
Jl Iskandarsyah 1A, Jakarta 12160, Indonesia
Tel: +6221 7591 1555; Fax: +6221 7591 4770
Email: harry@imagedynamics.co.id
Website: www.imagedynamics.co.id

Personnel

President/Director Harry Tumengkol

IMOGEN PUBLIC RELATIONS

Jl. Kemang Timur Raya No 56, Mampang
Prapatan, Selatan, Jakarta 12730, Indonesia
Tel: +6221 718 1389; Fax: +6221 7179 0113
Email: jojo@imogenpr.com
Website: www.imogenpr.com,
www.imogenpr.id

Personnel

Managing Director Suharjo Nugroho

INKE MARIS & ASSOCIATES

Jl KH Abdullah Syafi'i No 28,
Jakarta 12840, Indonesia
Tel: +6221 828 1250; Fax: +6221 835 1369
Email: inke.maris@inkemaris.com
Website: www.inkemaris.com

Personnel

Chief Executive Officer Inke Maris

MAVERICK

Jl. Kyai Maja No 21E, Kebayoran Baru,
Jakarta 12120, Indonesia
Tel: +6221 7278 9833; Fax: +6221 7278 9834
Email: maverick@maverick.co.id
Website: www.maverick.co.id

Personnel

Partner Ong Hock Chuan

MSL, JAKARTA

Noble House, 15F, Jin. Dr. Ide Anak Agung
Gde agung Kav. E.4.2 No. 2, Jakarta 12950,
Indonesia
Tel: +6221 5081 5358
Email: eugene.laksono@id.leoburnett.com
Website: www.mslgroup.com

Personnel

Head of Public Relations..... Eugene Laksono

MSW GLOBAL

Ruko Grand Aries Niaga Block G1 No 2Q,
Jakarta 11420, Indonesia
Tel: +6221 2931 9384; Fax: +6221 2931 9385
Email: michael@msw-global.com

Personnel

Managing Director Michael Tan

OGILVY

Sentral Senayan III, 11th Floor, Jl. Asia Afrika,
No. 8 Gelora Bung Karno- Senayan,
Jakarta 10270, Indonesia
Tel: +6221 2924 3000; Fax: +6221 2903 9261
Email: misty.maitimoe@ogilvy.com
Website: www.ogilvy.com

Personnel

Managing Director Misty Maitimoe

PERFECT 10 PUBLIC RELATIONS

2/F Graha Enka Deli,
Jl. Warung Buncit Raya 12,
Jakarta 12780,
Indonesia
Tel: +6221 7919 7146
Fax: +6221 798 5406
Email: yulfin@gmail.com
Website: www.perfect10pr.com

Personnel

Managing Director Yuli Yulfinarsyah

PT POWER PR ASIA PACIFIC

Wisma GKBI, 39th Floor
Jl. Jend. Sudirman No. 28,
Jakarta 10210,
Indonesia
Tel: +62813 1000 9223
Email: yessy_powerpr@wiloto.com
Website: www.powerpr.co.id

Personnel

Admin/Support Yessy Widyawati

PR NEWSWIRE (INDONESIA)

Sahid Sudirman Center 56th Floor,
Jl. Jend Sudirman No.86,
Jakarta 10220,
Indonesia
Tel: +6221 8063 1842
Fax: +6221 8063 1999
Email: hkcs@prnesia.com
Website: www.prnasia.com
Personnel
Vice President, Asia-Pacific, Sales &
Marketing Royce Shieh

PRISMA PUBLIC RELATIONS

Jalan Tebet Barat Dalam II No. 8,
Jakarta 12810,
Indonesia
Tel: +6221 8378 5870
Fax: +6221 8378 5871
Email: prismapr@prismapr.co.id
Website: www.prismapr.co.id
Personnel
President Rulita Anggraini

PULSE COMMUNICATIONS

Sentral Senayan III,
11th Floor, Jl. Asia Afrika,
No. 8 Gelora Bung Karno- Senayan,
Jakarta 10270,
Indonesia
Tel: +6221 2924 3010
Fax: +6221 2903 9266
Email: misty.maitimoe@pulse-indo.com
Personnel
Managing Director Misty Maitimoe

WEBER SHANDWICK (INDONESIA)

c/o PT Interpublic Group of Companies
Indonesia, Menara Standard Chartered,
10th Floor Jl. Prof. Dr. Satrio No. 164,
Jakarta 12930,
Indonesia
Tel: +6221 2954 3188
Fax: +6221 2553 2406
Email: dsaleh@webershandwick.com
Website: www.webershandwick.co.id
Personnel
Hewad of Operations Djohansyah Saleh

JAPAN

ACTION INC

Harajuku OM Building, 3-13-7 Sendagaya,
Shibuya-Ku, Tokyo 151-0051, Japan
Tel: +81 35771 6426; Fax: +81 35771 6427
Email: pr@actioninc.jp
Website: www.actioninc.jp

Personnel

President Hiroki Kakimoto

APCO WORLDWIDE (TOKYO)

16F, West Tower, Shin-Aoyama Bldg.,
1-1-1 Minami Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 36457 9702
Email: mnagai@apcoworldwide.com
Website: www.apcoworldwide.com
Personnel
Managing Director Masayo Nagai

ASHTON CONSULTING

9F Atago East Building, 3-16-11
Nishishinbashi, Minato-ku,
Tokyo 105-0003, Japan
Tel: +81 35425 7220; Fax: +81 35425 0857
Email: dhu@ashton.jp
Website: www.ashton.jp
Personnel
Chief Executive Officer Dan Underwood

AZ WORLD COM JAPAN CO LTD

Mitsuba Building 2F, 2-18-3 Akasaka,
Minato-Ku, Tokyo 107-0052, Japan
Tel: +81 35575 3221; Fax: +81 35575 3222
Email: shuji@azw.co.jp
Website: www.azw.co.jp
Personnel
Chairman Shuji Hirose

BLUECURRENT JAPAN

38F Harumi Triton Square, 1-8-10,
Harumi, Chuo-Ku, Tokyo 104-6038,
Japan
Tel: +81 36204 4141
Fax: +81 36204 4142
Email: Web-AdminTokyo@fleishman.com
Website: www.bluecurrentprjapan.com
Personnel
SVP & Sr. Partner, Managing Director
..... Tetsuya Honda

BURSON COHN & WOLFE (BCW) JAPAN

Kojimachi Diamond Building 5F,
1 Kojimachi 4-chome, Chiyoda-Ku,
Tokyo 102-0083, Japan
Tel: +81 33264 6701
Fax: +81 33234 9647
Email: BMTokyo.info@bm.com
Personnel
Market Leader Shuri Fukunaga

COMMUNION K.K.

5-4-30 Minami-Aoyama, Minato-ku,
Tokyo 107-0062, Japan
Tel: +81 35468 5278
Fax: +81 35468 5279
Email: m.webb@communion.co.jp
Website: www.communio.co.jp
Personnel
Chief Executive Officer Martin Webb

COSMO

Azabukaisei Bldg., Azabudai 1-8-10,
Minato-ku, Tokyo 106-0041, Japan
Tel: +81 35561 2915; Fax: +81 35561 2912
Email: info_cosmo@cosmopr.co.jp
Website: www.cosmopr.co.jp
Personnel
CEO & President Kumi Sato

**DENTSU
PUBLIC
RELATIONS****DENTSU PUBLIC RELATIONS INC**

Shiodome City Center, Higashi Shimbashi
1-5-2, Minato-ku, Tokyo 105-7135, Japan
Email: info@dentsu-pr.co.jp
Website: www.dentsu-pr.com
Year Established
1961

Personnel

President & CEO Kazunori Azezanagi
Press Officer Rena Okauchi

No. of Employees
287 (as of July 2018)

Branches/Affiliates

Branch: Osaka

Affiliate: Dentsu Public Relations Consulting
Beijing Co., Ltd., Kyodo News PR Wire

Company Profile

Dentsu Public Relations Inc., multiple-time winners of PR industry awards, including PR Awards Asia, SABRE, and IPRA GWA, has been Japan's leading PR firm since its inauguration in 1961.

Apioneer in the field in Japan, the company, with its 134 PRSJ certified PR planners, has been helping Japanese and foreign clients communicate with their critical stakeholders - namely consumers, governments, investors, employees and communities - for over half a century. Providing a comprehensive range of communication services, Dentsu PR is a wholly owned subsidiary of Dentsu Inc. Dentsu PR is headquartered in Tokyo with a branch in Osaka, and is ISO 14001:2015 and ISO/IEC 27001:2013 certified.

EDELMAN JAPAN

10th Floor, Izumi Garden Tower, 1-6-1
Roppongi, Minato-ku, Tokyo 106-6010,
Japan

Tel: +81 3 4360 9000
Fax: +81 3 4360 9001
Email: japan@edelman.com
Website: www.edelman.jp

Personnel

Japan President and Representative Director
..... Ross Rowbury

EIDO PUBLIC RELATIONS

5FLH Bancho Square, 6-4 Rokubancho,
Chiyoda Ku, Tokyo 102-0085, Japan
Tel: +81 3 6890 8577
Fax: +81 3 6794 7905
Email: info@ei.do
Website: www.ei.do

Personnel

Managing Director Adrian Jones



Hill + Knowlton
Strategies

**HILL + KNOWLTON STRATEGIES,
JAPAN**

Yebisu Garden Place Tower 25F,
4-20-3 Ebisu Shibuya-ku,
Tokyo 150-6025, Japan
Tel: +81 3 5791 8700
Fax: +81 3 5791 8701
Email: chie.hayakawa@hkstrategies.com
Website: www.hkstrategies.jp

Personnel

Deputy Managing Director

..... Chie Hayakawa

Branches/Affiliates

Part of the Hill + Knowlton Strategies
worldwide network with over 85 offices in
more than 45 countries

Company Profile

Corporate communications/Brand
Communications/Executive Profiling/
Messaging/Integrated Marketing
Communications/Digital Marketing/
Content Management and Creation/
Consumer Marketing/Media Training/
Crisis Communications and Issue
Management

FBI COMMUNICATIONS, INC.

Jingumae Green Building 1F,
2-26-8 Jingumae, Shibuya-ku,
Tokyo 150-0001, Japan
Tel: +81 3 5413 5161
Fax: +81 3 5413 5167
Email: mail@fbicom.co.jp
Website: www.fbicom.co.jp

Personnel

President Mitsuhiro Fukuda

FINSBURY JAPAN

Level 17 Roppongi Hills North Tower,
6-2-31 Roppongi, Minato-ku,
Tokyo 106-0032, Japan
Tel: +81 3 5786 3976
Email: kyota.narimatsu@finsbury.com
Website: www.finsbury.com/jp

Personnel

Principal & Co-CEO Japan Kyota Narimatsu

FLEISHMANHILLARD JAPAN

38F Harumi Triton Square,
1-8-10, Harumi, Chuo-ku,
Tokyo 104-6038, Japan
Tel: +81 3 6204 4300
Fax: +81 3 6204 4302
Email: Web-AdminTokyo@fleishman.com
Website: www.fleishman.co.jp

Personnel

Senior Partner, President Japan Shin Tanaka

**FOCUSED COMMUNICATIONS
CO LTD**

5-5-1, Simbashi, Minato-ku,
Tokyo 105-0004, Japan
Tel: +81 3 6809 2500; Fax: +81 3 6809 2501
Email: aichise@focused.co.jp
Website: www.focused.co.jp

Personnel

President & CEO Akemi Ichise



The
Hoffman Agency

**THE HOFFMAN AGENCY
(JAPAN K. K.)**

Burex Kyobashi Suite 415,
2-7-14 Kyobashi, Chuo-ku,
Tokyo 104-0031, Japan
Tel: +81 3 5159 5750; Fax: +81 3 5159 2166
Email: snomura@hoffman.com
Website: www.hoffman.com

Year Established

1997

Personnel

Vice President, North Asia

..... Shingo Nomura

Branches/Affiliates

Global Headquarters: San Jose (Silicon
Valley); Europe Headquarters: London;
Asia Headquarters: Hong Kong

Other offices:

Greater China: Hong Kong, Beijing,
Shanghai, Taipei
North Asia: Tokyo, Seoul
Southeast Asia: Singapore, Jakarta
Affiliates in Asia Pacific countries:
Australia, India, Malaysia, Philippines,
Thailand and Vietnam.

Company Profile

Japan can be a perplexing place. We
make sure that you'll never be lost in
translation. The Hoffman Agency Japan
has been helping global brands decode
the enigma of the Japanese media
landscape since 1997.

Based in Tokyo, our bilingual team is
equipped to localize communications and
design creative campaigns to help global
brands expand their customer base in
Japan. We are also committed to helping
Japanese brands to extend their reach
around the world by leveraging the support
of our global offices under one P&L.

FTI CONSULTING, JAPAN

Keio Shinjuku 3-chome Bldg 6F,
3-1-24 Shinjuku, Shinjuku-ku,
Tokyo 160-0022, Japan
Tel: +81 3 5369 3939; Fax: +81 3 5369 3940
Email: yasunori.fukuda@fticonsulting.com
Website: www.fticonsulting.com

Personnel

Senior Director Yasunori Fukuda

GCI SUNPUB CO LTD

1-9-11-1201 Tsukiji, Chuo-ku,
Tokyo 104-0045, Japan
Tel: +81 3 3542 6181; Fax: +81 3 3542 9018
Email: nick-nishida@gci-sunpub.co.jp
Website: www.gci-sunpub.co.jp

Personnel

President & CEO Nick Nishida

GOLIN TOKYO

Mita Kokusai Bldg. 13F, 1-4-28 Mita,
Minato-ku, Tokyo 108-0073, Japan
Tel: +81 3 5427 7311
Email: Chanley@golin.com
Website: www.golin.asia

Personnel

Executive Vice President Campbell Hanley

INOUE PUBLIC RELATIONS INC

YKB Ensign Building 12F, 4-28-4 Yotsuya,
Shinjuku-ku, Tokyo 160-0004, Japan
Tel: +81 35269 2301
Fax: +81 35269 2305
Email: stuart@inoue-pr.com
Website: www.inoue-pr.com

Personnel

Senior Vice President, Client Services

..... Stuart Baker

J-SPIN INC

Shinjuku Suzuki B Building 4F, 1-6-8 Shinjuku,
Shinjuku-ku, Tokyo 160-0022, Japan
Tel: +81 35269 1038
Fax: +81 35269 1039
Email: david@jspin.co.jp
Website: www.jspin.co.jp

Personnel

General Partner & Co-Founder.... David Huerta

KITES CORPORATION

20-5, Nihonbashi Hakozaki-cho,
Chuo-ku, Tokyo 103-0015, Japan
Tel: +81 33661 1725
Fax: +81 33661 1798
Email: m_omori@kites.co.jp
Website: www.kites.co.jp

Personnel

President Mitsue Omori

KREAB K.K.

Atago Green Hills MORI Tower 9F, 2-5-1 Atago,
Minato-ku, Tokyo 105-6209, Japan
Tel: +81 35404 0640
Email: mdoi@kreab.com
Website: www.kreab.com

Personnel

Managing Partner Masami Doi

**KYODO PUBLIC RELATIONS
CO LTD**

Dowa Building, 7-2-22, Ginza, Chuo-ku,
Tokyo 104-8158, Japan
Tel: +81 3357 15257
Fax: +81 3357 41005
Email: g-saa@kyodo-pr.co.jp
Website: www.kyodo-pr.co.jp/en/index.html

Personnel

International Group Director German Saa

**MMS COMMUNICATIONS K.K.
CNC JAPAN DIVISION**

Sanno Park Tower 26F, 2-11-1 Nagata-cho,
Chiyoda-ku, Tokyo 100-6126,
Japan
Tel: +81 35156 0185
Fax: +81 35156 0188
Email: tokyo@cnc-communications.com
Website: www.cnc-communications.com

Personnel

Chairman Asia & Managing Director Japan
..... Dr. Jochen Legewie

MSL, JAPAN

JR Tokyu Meguro Building (Reception 12F),
3-1-1 Kami-Osaki, Shinagawa-ku,
Tokyo 141-0021, Japan
Tel: +81 3571 98901
Email: eric.hess@mslgroup.com
Website: www.msljapan.jp

Personnel

Managing Director Eric Hess

NOUVELLE VAGUE CO LTD

Toko-en M502, 3-7-5 Ebisu-Minami,
Shibuya-ku, Tokyo 150-0022, Japan
Tel: +81 35722 1418; Fax: +81 35722 1407
Email: kumikoy@nv-pr.com
Website: www.nv-pr.com

Personnel

President Kumiko Yoshida

OGLIVY

Yebisu Garden Place Tower 25F, 4-20-3 Ebisu,
Shibuya-ku, Tokyo 150-6025, Japan
Tel: +81 35793 2330; Fax: +81 35791 8887
Email: abi.sekimitsu@ogilvy.com
Website: www.ogilvy.co.jp

Personnel

Managing Director Abi Sekimitsu

OZMA INC

Bungeishunju Shinkan, 3-23 Kioicho,
Chiyoda-ku, Tokyo 102-8025, Japan
Tel: +81 34531 0200
Website: ozma.co.jp/en/

PLUG AND COMPANY, INC.

403 Tatsumura Building, Minami-Aoyama,
5-4-35, Minato-ku, Tokyo 107-0062, Japan
Tel: +81 33400 6150; Fax: +81 33400 6714
Email: jv8k-yuk@asahi-net.or.jp
Website: www.pluginandcompany.co.jp

Personnel

President Kogo Yuki

PPC INC

Crane Toranomon Bldg, 3-20-5 Toranomon,
Minato-ku, Tokyo 105-0001, Japan
Tel: +81 36809 2690; Fax: +81 36809 2691
Email: info@ppc-inc.co.jp
Website: www.ppc-inc.co.jp/english/index.html

Personnel

Senior Planning Director Miho Senju

PRAP JAPAN

ARK Mori Bldg 33F, PO Box 562, 1-12-32
Akasaka, Minato-ku, Tokyo 107-6033, Japan
Tel: +81 34580 9111
Fax: +81 34580 9100
Email: isao@prap.co.jp
Website: www.prap.co.jp

Personnel

President & CEO Isao Suzuki

**SUN CREATIVE PUBLICITY CO
LTD**

Daiei Kaikan 3F, 7-12-14 Ginza, Chuo-ku,
Tokyo 104-0061, Japan
Tel: +81 33545 0511
Fax: +81 33545 3069
Email: info@sunpub.co.jp
Website: www.sunpub.co.jp

Personnel

President Futoshi Ueno

SUNNY SIDE UP, INC

JPR Sendagaya Bldg, 4-23-5 Sendagaya
Shibuya-ku, Tokyo 151-0051, Japan
Tel: +81 36894 3232; Fax: +81 35413 3050
Email: hattori@ssu.co.jp
Website: www.ssu.co.jp/eng/
www.ssu.co.jp/eng/

Personnel

Head of Global Communications.... Ryuta Hattori

TOKYO PR

Sankeido Building 5F,
4-3-15 Nihonbashi Muromachi,
Chuo-ku, Tokyo 103-0022,
Japan
Tel: +81 33273 2731
Fax: +81 33273 2734
Email: pr@tokyopr.co.jp
Website: www.tokyopr.co.jp

Personnel

President Mitsuyoshi Sugino

TOTAL COMMUNICATIONS INC

Uetake Building 4F,
1-3-6 Nishi-Kanda, Chiyoda-ku,
Tokyo 101-0065, Japan
Tel: +81 33291 0099
Fax: +81 33291 0223
Email: yuko.yamaguchi@pr-tci.jp
Website: www.pr-tci.jp

Personnel

President Yuko Yamaguchi

TRIMEDIA CO LTD

Tech Hiroo Bldg 9F, Hiroo 1-10-5,
Shibuya-ku, Tokyo 150-0012,
Japan
Tel: +81 35423 5330
Fax: +81 35423 5340
Email: trimedia@ad-comm.com
Website: www.ad-comm.com

Personnel

Group Chief Executive Officer
..... Andreas Dannenberg

VOXGLOBAL JAPAN

38F Harumi Triton Square,
1-8-10, Harumi, Chuo-ku,
Tokyo 104-6038, Japan
Tel: +81 36204 4320
Fax: +81 36204 4349
Email: Web-AdminTokyo@fleishman.com
Website: www.bluecurrentprjapan.com

Personnel

SVP & Sr. Partner, Managing Director
..... Akihiro Nojiri

WEBER SHANDWICK (JAPAN)

Mita Kokusai Building, 13/F, 1-4-28 Mita,
Minato-ku, Tokyo 108-0073, Japan
Tel: +81 35427 7311; Fax: +81 35427 7310
Email: Tyler.Kim@webershandwick.com
Website: www.webershandwick.jp

Personnel

Managing Director, North Asia..... Tyler Kim

Y COMMUNICATIONS CO LTD

Daiichi Denken Building 701, 2-7-12 Uchi-
kanda, Chiyoda-ku, Tokyo 101-0047, Japan
Tel: +81 36206 9472; Fax: +81 36206 9473
Email: info@ycommunications.co.jp
Website: www.ycommunications.co.jp/en

Personnel

General Manager Riuiko Okada

YOUTH PLANNING CENTER INC

Hulic Shibuya 1-chome Building 3F, 1-3-9
Shibuya, Shibuya-ku, Tokyo 150-8551,
Japan
Tel: +81 33406 3411; Fax: +81 33499 0958
Email: ypc@ypcpr.com
Website: www.ypcpr.com

Personnel

Chief Operating Officer Keiichi Shibuya

KOREA

ACCESS COMMUNICATIONS & CONSULTING CO

5/F Kyungwon Building, 708 Eonju-ro,
Gangnam-gu, Seoul 06061, Korea
Tel: +82 2 20369912; Fax: +82 2 5627456
Email: cpark@accesspr.co.kr
Website: www.accesspr.co.kr
Personnel
Partner, Managing Director Carol HJ Park

BRIMAN COMMUNICATIONS

5/F Centra Building, 1550-11, Seocho-dong,
Seocho-gu, Seoul 137-070, Korea
Tel: +82 2 20849100
Fax: +82 2 20849199
Email: jay@briman.co.kr
Website: www.briman.co.kr
Personnel
President Jay Park

BRODEUR PARTNERS, ASIA PACIFIC

3/F Decks Building 8, Bongseunsa-ro 68-gil,
Gangnam-gu, Seoul 135-509, Korea
Tel: +82 2 62534038; Fax: +82 2 62534055
Email: grace@brodeurap.com
Website: www.brodeur.kr
Personnel
Managing Director Grace Kim

BURSON COHN & WOLFE (BCW) KOREA

6/F Hongwoo Building, 373 Gangnam-daero,
Seocho-gu, Seoul 06621, Korea
Tel: +82 2 37826400
Fax: +82 2 37826480
Email: BMKorea@bm.com
Personnel
Market Leader Elizabeth Bae

CNC SEOUL

#302, 15, Seobinggo-ro 51-Gil, Yongsan-gu,
Seoul 04384, Korea
Tel: +82 2 7949044
Email: seoul@cnc-communications.com
Website: www.cnc-communications.com
Personnel
Contact Dr Peter Bialas

CPR (CHAYUN PUBLIC RELATIONS)

Room 302-B, JnK Digital Tower,
111 Digital-ro 26-gil, Guro-gu,
Seoul, Korea
Tel: +82 2 7397353
Fax: +82 2 7397356
Email: cpr@cpr.co.kr
Website: www.icprkorea.com
Personnel
Managing Director June Cha

EDELMAN KOREA

17/18F Samhwa Tower, 16 Eulji-ro 5-gil,
Jung-gu, Seoul 100-192, Korea
Tel: +82 2 7252001
Fax: +82 2 7252007
Email: seouloffice@edelman.com
Website: www.edelman.kr
Personnel
Korea Managing Director SB Jang

COMMUNICATIONS KOREA
PR CONSULTING GROUP **CK** 30 YEARS

COMMUNICATIONS KOREA

CKB/D, 37, Dosan-daero 54-gil,
Gangnam-gu, Seoul 06056, Korea
Tel: +82 2 5118001; +82 2 5117231
Fax: +82 2 7651666
Email: kyonghae@commkorea.com
heejin@commkorea.com
Website: www.commkorea.com
Personnel
CEO/President Kim Kyong-Hae, APR.
International Marketing Director
..... Hazel Kim
No. of Employee
40
Company Profile

Communications Korea (CK) is the first PR agency in Korea, established in 1987 and has registered many "firsts" in the Korean PR industry with strategy-oriented business performance. Multinational companies in Korea depend on CK as CK is deeply rooted on the Korean soil with exceptionally good relations with top-tier media, gov't, regulators and NGOs. This unique and deep relations have led CK's success. CK has specialized in crisis and reputation management for local as well as multinational companies in Korea. The CEO, Mr. Kim Kyong-Hae, was the guest speaker at World Communications Forum in Davos, Switzerland in March 2015. He spoke on "Effective Crisis Communication: The Korean Experience". Previously, Hill and Knowlton associate in Korea, CK is now independent satisfying its clients with outstanding performance. It's also No. 1 public affairs agency with proven records which were evidenced by Communications Korea's successful performance for F-16 General Dynamics' winning the Korea Fighter Program (KFP) in competition with Burson Marsteller supported F-18 McDonnell Douglas. The founder, Mr. Kim, APR, who was previously the Seoul correspondent of Reuters News Agency of UK and economic editor of Korea Herald, has helped to shape Korea's public relations industry as the pioneer. "The client's company" Communications Korea has provided PR services to more than 300 clients for the last 31 years including successful launching of LEXUS, crisis communication of P&G and CPR of Delta Air Lines, Pernod Ricard Korea and Canon, and destination marketing for Philippine Department of Tourism and Hong Kong Tourism Board.

FLEISHMANHILLARD KOREA

7F J. Tower, Dosan Daero 139,
Gangnam-gu 139, Seoul 06036, Korea
Tel: +82 2 29877533; Fax: +82 2 20517177
Email: yvonne.park@fleishman.com
Website: www.fleishman.co.kr
Personnel
SVP & Sr. Partner, Managing Director
..... Yvonne Park

G3 PARTNERS

3rd Floor, 43 Jandari-ro Mapo-gu,
Seoul 04043,
Korea
Tel: +82 10 72023745
Email: erik@g3partners.asia
Website: g3partners.asia
Personnel
Co-Founder & COO Erik Cornelius

GOLIN SEOUL

W/Bldg., 7/F 813-4 Yeoksam-dong,
Gangnam-gu, Seoul 135-931,
Korea
Tel: +82 2 21869891
Email: tkim@golin.com
Website: www.golin.asia
Personnel
Managing Director Tyler Kim



THE HOFFMAN AGENCY (KOREA)

3/F, Twincity Namsan,
366, Hangang-daero,
Yongsan-gu, Seoul,
Korea 04323
Tel: +82 2 737 2946
Fax: +82 2 737 2949
Email: mlee@hoffman.com
Website: www.hoffman.com
Year Established
2000
Personnel
General Manager, Korea Miranda Lee

Branches/Affiliates

Global Headquarters: San Jose (Silicon Valley); Europe Headquarters: London; Asia Headquarters: Hong Kong; Other offices:
Greater China: Hong Kong, Beijing, Shanghai, Taipei
North Asia: Tokyo, Seoul
Southeast Asia: Singapore, Jakarta
Affiliates in Asia Pacific countries:
Australia, India, Malaysia, Philippines, Thailand and Vietnam.

Company Profile

Does your brand have Gangnam style? Do you know how to appeal to Korea's highly trend conscious and tech savvy consumers? Well, we do and we've been helping companies gain success in Korea since the year 2000.

Based in Seoul, The Hoffman Agency Korea has worked with well-established global brands to early-stage innovators, who have each benefitted from a greater presence in the Korean market. We are also committed to strengthening local brands' global communications by leveraging our multinational office network.

KETCHUM KOREA

8F, J-Tower, 139 Dosan-daero,
Gangnam-gu, Seoul 06036, Korea
Tel: +82 2 5599 600
Fax: +82 2 5599 601

Email: skr-playground@ketchum.com

Website: www.ketchum.com

Personnel

Partner, Managing DirectorYonnie Woo

KORCOM PORTER NOVELLI INC

16/F Daewoo Foundation Building,
526 Namdaemoon-ro 5-ga,
Jung-gu, Seoul 100-095,
Korea

Tel: +82 2 6925 1572

Fax: +82 2 6366 1530

Email: kihoo@korcom.com

Website: www.korcom.com

Personnel

Chief Executive Officer Kyle Kihoon Kim

KPR & ASSOCIATES, INC

14/F Namsan Square,
173 Toegyero (Chungmuro 3-Ga),
Jung-Gu, Seoul 100-705, Korea

Tel: +82 2 3406 2100

Fax: +82 2 3406 2299

Email: morris@kpr.co.kr

Website: www.kpr.co.kr

Personnel

Senior Consultant James Morris

MSL, SEOUL

14/F Namsan Square Building,
173 Toegyero (Chungmuro 3-ga),
Jung-gu, Seoul 100-705,
Korea

Tel: +82 2 3406 2100

Email: hakkyun.kim@kr.mslgroup.com

Website: asia.mslgroup.com

Personnel

President Hakkyun Kim

OGILVY

14th Fl. JSTower, 6,
Teheran-ro 79-gil, Gangnam-gu,
Seoul 06158,
Korea

Tel: +82 2 516 1114

Fax: +82 2 513 1500

Email: mary.kim@ogilvy.com

Website: www.ogilvy.com

Personnel

Client Service Director Mary Kim

POSTCOMMUNICATIONS

17/F Signature Towers East Wing,
100 Cheonggyecheon-ro, Jung-gu,
Seoul 100-230,
Korea

Tel: +82 2 6370 8030

Fax: +82 2 365 8432

Email: chailion@postcom.co.kr

Personnel

Chief Executive Officer

..... Brian Kwangseong Choi



SYNERGY HILL+KNOWLTON STRATEGIES

14F, Anguk Building,
33 Yulgok-ro, Chongro-gu,
Seoul, Korea

Tel: +82 2 2287 0900

Fax: +82 2 2287 0909

Email: hs.chung@hkstrategies.com

ch.lee@hkstrategies.com

miran.yeon@hkstrategies.com

ruke.kim@hkstrategies.com

devin.yoon@hkstrategies.com

Website: www.hkstrategies.com

Personnel

President & CEO H S Chung

Executive Vice President CH Lee

Vice President Miran Yeon

Vice President Ruke Kim

Vice President Devin Yoon

Branches/Affiliates

Part of the Hill+Knowlton Strategies
worldwide network with over 85 offices in
more than 45 countries

Company Profile

Corporate communications/Marketing
communications/Investment relations/
Healthcare/Technology/Public
Affairs/Crisis & Issue management/
Media relations/training and online
communications/Government Relations/
Digital Marketing.

PR NEWSWIRE (KOREA)

7F, VPLEX, Teheran-ro 501,
Gangnam-Gu, Seoul 06168,
Korea

Tel: +82 2 6929 2223

Email: hkcs@prnasia.com

Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

PR ONE CO LTD

19/F Westgatetower,
70 Chungjeong-ro,
Seodaemun-gu,
Seoul 03738, Korea

Tel: +82 2 6370 3190

Fax: +82 2 6370 3360

Email: admin@prone.co.kr

Website: prone.co.kr

Personnel

Executive Dong Won Gwak

PRAIN GLOBAL INC

14 Gyeonghuigung-gil,
Jongno-gu, Seoul 03175,
Korea

Tel: +82 2 722 2693

Fax: +82 2 3210 9799

Email: prain@prain.com

Website: www.prain.com

Personnel

President & CEO Dong Wook Kim

STAKE LAB

#420, 59 Naruteo-ro,
Seocho-gu, Seoul 137-902,
Korea

Tel: +82 10 2421 2922

Fax: +82 2 3474 3886

Email: wally@stakelab.com

Website: www.stakelab.com

Personnel

Principal Consultant Wally Yi

WEBER SHANDWICK (KOREA)

126 Teheran-ro, Dae-gong Building,
4th & 5th Floor, Gangnam-gu,
Seoul 06234, Korea

Tel: +82 2 6250 7000

Email: tyler.kim@webershandwick.com

Website: www.webershandwick.co.kr

Personnel

Managing Director Tyler Kim

COMMUNICATIONS

PR CONSULTING GROUP

1KOREA



MALAYSIA

ABOUT COMMUNICATION SDN BHD

28 Jalan Kasawari No 5, Bandar Puchong Jaya, Selangor 47100, Malaysia
Tel: +603 8075 6000; Fax: +603 8075 3000
Email: samuel.tan@aboutcom.com.my
Website: www.aboutcom.my

Personnel

Co-Founder & Strategist Samuel Tan

APCO WORLDWIDE (KUALA LUMPUR)

Level 28 Central Plaza, 34 Jalan Sultan Ismail, Kuala Lumpur 50250, Malaysia
Tel: +603 2149 0700; Fax: +603 2149 0701
Email: jyi@apcoworldwide.com
Website: www.apcoworldwide.com

Personnel

Managing Director, Southeast Asia & Korea James Yi

ARC PR (A MEMBER OF STAR REACHER ADVERTISING SDN BHD)

Level 5, Menara Olympia, No 8 Jalan Raja Chulan, Kuala Lumpur 50200, Malaysia
Tel: +603 2031 0998; Fax: +603 2031 0972
Email: sharmila.ramanath@my.arcww.com
Website: www.leoburnett.com.my

Personnel

Director of PR Sharmila Ramanath

BRAND INCORPORATED SDN BHD

No 1 Jalan SS 20/27, Damansara Intan, Suite 728, Lobby 6 (Block A), Selangor, Petaling Jaya 47400, Malaysia
Tel: +60 12 399 8320
Email: elaine@brand-incorporated.com
Website: www.my.brand-incorporated.com

Personnel

Director Elaine Seah

BZBEE CONSULT SDN BHD

Unit 842, Level 8, Block A, Lobby C, Kelana Centre Point, Kelana Jaya, Selangor 47301, Malaysia
Tel: +603 7886 6267
Email: info@bzbee.com.my
Website: www.bzbee.com.my

Personnel

Director, Communications & Media Zelina Abd Aziz

COHN & WOLFE MALAYSIA

Level 12, WPP Campus (Tower H), 8, Jalan PJU 8/1, Damansara Perdana, Selangor, Petaling Jaya 47820, Malaysia
Tel: +603 2035 5455; Fax: +603 2035 5456
Email: kiersten.chaik@cohnwofe.com

Personnel

Associate Managing Director .. Kiersten Chaik

COMMAS PR SDN BHD

A-3-13A, Centrio Pantai Hillpark, 1 Jalan Pantai Murni, Bangsar South, Kuala Lumpur 59200, Malaysia
Tel: +603 2241 9606
Email: ying@commaspr.com
Website: www.commasPR.com

Personnel

Founding Managing Director Ooi Ying Nee

EDELMAN MALAYSIA

Level 26, Centrepont North, Mid Valley City, Lingkaran Syed Putra, Kuala Lumpur 59200, Malaysia
Tel: +603 2287 8689; Fax: +603 2287 0234
Email: edelman.kl@edelman.com
Website: www.edelman.my

Personnel

Malaysia Managing Director Mazuin Zin

ESSENCE BURSON-MARSTELLER, MALAYSIA

Unit 301, 3rd Floor, Block D, Pusat Dagangan, Phileo Damansara 1, No 9, Jalan 16/11, Off Jalan Damansara, Selangor, Petaling Jaya 46350, Malaysia
Tel: +603 7493 5588; Fax: +603 7493 5589
Email: info@my-essence.com

Personnel

Chief Executive Officer Felix Heinimann

EVERQUEST SDN BHD

Block B-05-17, The Tube Prima Avenue, Dataran Prima, Jalan PJU 1/39, Selangor, Petaling Jaya 47301, Malaysia
Tel: +60 12 201 2088; Fax: +603 7887 9559
Email: hello@everquest.com.my
Website: www.everquest.com.my

Personnel

Marketing Director Jay Mee Chuah

FTI CONSULTING, KUALA LUMPUR

Suite 11.01, Level 11, South Wing, Menara OBYU, No. 4 Jalan PJU 8/ 8A, Damansara Perdana, Selangor Darul Ehsan, Petaling Jaya 47820, Malaysia
Tel: +603 717 4797
Email: liz.kamaruddin@fticonsulting.com
Website: www.fticonsulting.com

Personnel

Managing Director, Kuala Lumpur Liz Kamaruddin

GO COMMUNICATIONS

S111, 2/F, Centrepont, 3 Lebuhr Bandar Utama, Selangor, Petaling Jaya 47800, Malaysia
Tel: +603 7710 3288; Fax: +603 7710 3289
Email: gocomm@gocomm.com.my
Website: www.gocomm.com.my

Personnel

Chief Executive Officer Peter de Kretser

GO INTERNATIONAL GROUP DOTCOM SDN BHD

Level 1, 90 Jalan Bangsar, Kuala Lumpur 59200, Malaysia
Tel: +603 2282 0093
Email: kl@gointernationalgroup.com
Website: www.gointernationalgroup.com

Personnel

Managing Director Jasmine Low

GRA COMMUNICATIONS SDN BHD

G-2, G/F Permatatower, Maskiara Residences, 293 Jalan Datuk Sulaiman, Taman Tun Dr Ismail, Kuala Lumpur 60000, Malaysia
Tel: +603 7733 5090
Email: ghazalie@gra-pr.com
Website: www.gra-pr.com

Personnel

Managing Director Ghazalie Abdullah



Hill + Knowlton Strategies

HILL + KNOWLTON STRATEGIES, MALAYSIA

Level 20, WPP Campus, Empire City, Tower H Damansara Perdana, Petaling Jaya, 47820, Selangor, Malaysia
Tel: +603 7669 0128
Fax: +603 7669 0129
Email: info.kl@hkstrategies.com

Website: www.hkstrategies.com

Personnel

Managing Director Michelle Tham
Branches/Affiliates

Part of the Hill+Knowlton Strategies worldwide network with over 85 offices in more than 45 countries

Company Profile

Corporate and Financial Communications, Crisis & Issues Management Including Media Training and Crisis Simulation Training, Marketing Communications, Media Relations, Healthcare and Technology.

INK PR SDN BHD

Wisma Pesaka Antah, No. 6, Jalan 13/6, Selangor, Petaling Jaya 46200, Malaysia
Tel: +603 7955 5605
Fax: +603 7955 7605
Email: il-ann@ink.net.my
Website: www.ink.net.my

Personnel

Account Director Aw Li-Ann

LEWIS - GLOBAL COMMUNICATIONS (MALAYSIA)

Unit 29-03, Level 29, Q Sentral, Jalan Stesen Sentral, KL Sentral, Kuala Lumpur 50470, Malaysia
Tel: +603 2716 5800
Email: hellomalaysia@teamlewis.com
Website: www.teamlewis.com/asia

Personnel

Managing Director, SEA Ann Chong

MEDIA OUTREACH (MALAYSIA)

100.7.031, 129 offices, Jaya One Jalan Universiti, Selangor, Petaling Jaya 46200, Malaysia
Tel: +603 7931 7268
Email: info@media-outreach.com
Website: www.media-outreach.com

Personnel

Founder & Managing Director Jennifer Kok

MILK PR SDN BHD

Level 2, Menara Chan, 138 Jalan Ampang, Kuala Lumpur 50450, Malaysia
Tel: +603 2161 0171
Fax: +603 2161 1758
Email: wei@milpr.com.my
Website: www.milpr.com.my

Personnel

Managing Director Chong Wei Hsiang

MSL, KUALA LUMPUR

Level 5, Menara Olympia, 8 Jalan Raja Chulan,
Kuala Lumpur 50200, Malaysia
Tel: +60 3 2073 2385
Email: sharmila.ramanath@mslgroup.com
Website: www.mslgroup.com

Personnel

PR Director Sharmila Ramanath

OGILVY

Level 11, Menara Milenium,
8 Jalan Damanlela, Bukit Damansara,
Kuala Lumpur 50490, Malaysia
Tel: +60 3 2718 8288
Fax: +60 3 2710 6966
Email: sunita.kanapathy@ogilvy.com
Website: www.ogilvy.com

Personnel

Head of PR & Influence Sunita Kanapathy

ORCHAN CONSULTING | ASIA

Level 33, Ilham Tower, 8 Jalan Binjai,
Kuala Lumpur 50450, Malaysia
Tel: +60 3 2276 2500
Email: changenow@orchan.asia
Website: www.orchan.asia

Personnel

Founding Director Farrell Tan

PERSPECTIVE STRATEGIES

3A09, Block C, Damansara Intan,
No 1, JI. SS 20/27, Selangor,
Petaling Jaya 47400, Malaysia
Tel: +60 3 7491 3138
Fax: +60 3 7733 3138
Email: andy.see@perspective.com.my
Website: www.perspective.com.my

Personnel

Managing Director Andy See

PI PR CONSULTANCY SDN BHD

Selangor, Petaling Jaya 47400, Malaysia
Tel: +60 3 7610 4402
Fax: +60 3 7610 4410
Email: leetingting@pipr.com.my
Website: www.pipr.com.my

Personnel

General Manager Visithra Manikam

PR NEWSWIRE (MALAYSIA)

Penthouse (Level 27), Honolulu Room,
Centrepont South, The Boulevard,
Mid Valley City, Lingkaran Syed Putra,
Kuala Lumpur 59200, Malaysia
Tel: +60 3 2096 9637
Fax: +60 3 2096 9797
Email: hkcs@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales &
Marketing Royce Shih

PRIORITY COMMUNICATIONS PR SDN BHD

Suite 1209 Block B, Phileo Damansara 1,
No. 9, Jalan 16/11, Jalan Damansara,
Selangor 46350, Malaysia
Tel: +60 3 7954 5336
Fax: +60 3 7955 3425
Email: info@priority.net.my
Website: www.priority.net.my

Personnel

Executive Director Elaine Chuah

RANTAU GOLIN

C-27-07, 3 Two Square,
Jalan 19/1, Petaling Jaya, Selangor 46300,
Malaysia
Tel: +603 6209 5201
Email: gogulan@rantaupr.com.my

Personnel

Chief Executive Officer Gogulan Dorairajoo



STRATEGIC PUBLIC RELATIONS GROUP

Year Established
1995

Personnel

Chairman Richard Tsang

No. of Employees
310

Branches/Affiliates

Member Company: Hong Kong, Beijing,
Shanghai, Guangzhou, Taiwan,
Singapore, Malaysia
Affiliates Network: Japan, Korea,
Thailand, Indonesia, Philippines,
Vietnam, India, Australia, USA, UK,
France, Germany, Italy, Belgium, Spain,
Portugal, Switzerland, Sweden, Canada,
Brazil, Mexico, Mongolia, United Arab
Emirates, Russia, South Africa

Company Profile

SPRG is among the largest public
relations networks in Asia, having been
named "Asia Pacific Network of the Year"
by Campaign; "PR Agency of the Year" in
APAC and Grand Stevie Awards Winner by
Stevie Awards. "Corporate Consultancy
of the Year" and "Asia Pacific Financial
Consultancy of the Year" by The Holmes
Report. The local team provides lifestyle,
fashion, retail and premium brand
communications, CSR programmes,
brand and corporate positioning,
social media marketing, stakeholder
engagement, communications training
and coaching, along with issues and
crisis management services to local and
international clients.

MALAYSIA STRATEGIC PUBLIC RELATIONS SDN. BHD.

B03-B-10-1, Menara 3A,
KL Eco City, No.3,
Jalan Bangsar,
59200 Kuala Lumpur,
Malaysia
Tel: +60 3 2391 9688
Fax: +60 3 2391 9099
Email:
stefanie.braukmann@sprg.com.my
Website: www.sprg.com.my; www.sprg.asia
Personnel
General Manager Stefanie Braukmann

RUDER FINN MALAYSIA

B2-3A-2, Publika Solaris Dutamas,
1 Jalan Dutamas 1,
Kuala Lumpur 50480,
Malaysia
Tel: +60 3 6206 2285
Email: menona@ruderfinnasia.com
Website: www.ruderfinnasia.com

Personnel

Executive Vice President,
Regional Director of Asia and Managing
Director, Greater China Elan Shou
Country Head Archana Menon

SAMANEY PR SDN BHD

19-3, Block 1A, Wangsa Link,
Jalan Wangsa Delima 13,
Wangsa Maju,
Kuala Lumpur 53300,
Malaysia
Tel: +60 16 967 9476
Email: david.swinburne@samaneamy.com
Website: www.samaneamy.com

Personnel

Chief Executive Officer David Swinburne

TQPR (MALAYSIA) SDN BHD

L-2-9, Plaza Damas,
60 Jalan Sri Hartamas 1,
Sri Hartamas,
Kuala Lumpur 50480,
Malaysia
Tel: +60 3 6203 4300
Fax: +60 3 6203 2972
Email: nialld@tqpr.com
Website: www.tqpr.com

Personnel

Director Niall Dologhan

VOX EUREKA PLT

10-1, Jalan SS19/5B, Subang Jaya,
Selangor 47500, Malaysia
Tel: +60 3 5611 3411
Email: contact@voxeureka.com
Website: www.voxeureka.com,
www.voxeureka.com

Personnel

Managing Director Jonathan Tan

WAVES PR SDN BHD

No 10, Jalan 14/49,
Section 14, Selangor,
Petaling Jaya 46100,
Malaysia
Tel: +60 3 7873 9694
Fax: +60 3 7877 2380
Email: christie@waves.com.my

Personnel

Chief Executive Officer Christie Leo

WEBER SHANDWICK (MALAYSIA)

Suite 9-03, Level 9,
Wisma Mont' Kiara,
No. 1 Jalan Kiara, Mont' Kiara,
Kuala Lumpur 50480,
Malaysia
Tel: +60 3 6209 5200
Fax: +60 3 6209 5299
Email: rozanij@webershandwick.com
Website: www.webershandwick.asia

Personnel

Managing Director Rozani Jainudeen

MYANMAR

ALLIANCE MYANMAR COMMUNICATIONS

No. 52/54 (Office Cubed Building),
Yadanar Thu Kha Street, Thingankyun
Township, Yangon, Myanmar
Tel: +959 79 311 7080
Email: k.banyar@alliancepr.agency
Website: alliancepr.agency
Personnel
Executive Director Khant Banyar

CHILLI AGENCY

Unitam Marine (Yangon) Limited,
Room 04-02, 84 Pan Hlaing Street,
Sanchaung Township, Yangon 11111,
Myanmar
Tel: +959 997 0000 234
Email: hello@chilli.agency
Website: www.chilli.agency
Personnel
Director Daw Nyein

ECHO MYANMAR

1006 E Pearl Condo, Kabar Aye Pagoda Road,
Bahan Township, Yangon 11121, Myanmar
Tel: +95 942 807 8096
Email: anthony@echomyanmar.com
Website: www.echomyanmar.com
Personnel
Managing Director Anthony Larmom

HYVE MEDIA AND COMMUNICATIONS MYANMAR

No. 32 (A, B)/491, Suite 4C,
Dhamayone Street, 61/2 Mile,
Hlaing Township, Yangon, Myanmar
Tel: +95 9952 833852
Email: dkhin@hyvemyanmar.com
Website: www.hyvemyanmar.com
Personnel
Founder & CEO David Aung Khin

MANGOSTEEN PR CO LTD

7 Thathana Yeik Thar Road,
Thathana Yeik Thar Quarter,
Bahan Township, Yangon, Myanmar
Tel: +95 9797 006001
Email: rose.swe@mangomyanmargroup.com
Website: www.mangomyanmargroup.com
Personnel
Managing Director Aye Hnin Swe (Rose)

MP PARTNERS (MP PR & MP EVENTS)

69A1 Kanbawza Road,
Golden Valley, Bahan, Yangon,
Myanmar
Tel: +95 925 0428173
Email: cpr@mppartners.fr
Website: www.mppartners.fr
Personnel
Managing Director Charles-Patrick Rowan

TODAY OGILVY

Strand Square, 53 Strand Road,
Yangon 11141, Myanmar
Tel: +95 1 230 7342-3
Email: caroline.lim@todayogilvy.com
Personnel
General Manager Caroline Lim

VERO (MYANMAR)

No. 49/1, 3rd floor, Corner of KyunTaw and
Phyar Pon Street, Yangon, Myanmar
Tel: +95 942 573 6970
Email: brian@veropr.com
Website: www.veropr.com
Personnel
Chief Executive Officer Brian Griffin

ZAGAR COMMUNICATIONS, MYANMAR

Floor 3, 608 Merchant Road (corner of 31st &
Merchant Road), Pabedan Township,
Yangon, Myanmar
Tel: +95 1 441 3422
Email: martin@zagarcommunications.com
Website: www.zagarcommunications.com
Personnel
Managing Director Martin Lowe

NEW ZEALAND

AKP COMMUNICATIONS

PO Box 27038, Wellington 6141,
New Zealand
Tel: +64 4 384 8864
Email: annkpcom@gmail.com
Personnel
Managing Director Ann Kennedy-Perkins

ASIA-PACIFIC CHANNEL

Office 202, Ironbank Building, 150-154
Karangahape Road, PO Box 105545,
Auckland 1010, New Zealand
Tel: +64 21 0239 3303
Email: julian.nixon@apchannel.co.nz
Website: www.apchan.com
Personnel
Executive Director Julian Nixon

BALDWIN BOYLE GROUP (NEW ZEALAND)

Mason Brothers Building,
139 Pakenham Street West,
Wynyard Quarter, Auckland 1010,
New Zealand
Tel: +64 9 300 3166
Fax: +64 9 377 0584
Email: piet.dejong@bbg.co.nz
Website: www.baldwinboyle.com
Personnel
Partner Piet De Jong

BARE.PR

82 College Hill, Freemans Bay,
Auckland 1011, New Zealand
Tel: +64 9 378 2020
Email: katie@barepr.co.nz
Website: www.barepr.co.nz
Personnel
Director Katie West

COMMUNICATION BY DESIGN

26 Willcott Street, Mt Albert, Auckland,
New Zealand
Tel: +64 9 815 5441
Fax: +64 9 815 5441
Email: tim_marshall@cbd.co.nz
Website: www.cbd.co.nz
Personnel
PR Consultant Tim Marshall

ELEVEN PR NEW ZEALAND

11 Mayoral Drive, PO Box 7040,
Auckland 1010, New Zealand
Tel: +64 9 366 6266
Email: angelina.farry@elevenpr.co.nz
Website: www.elevenpr.co.nz
Personnel
Managing Director Angelina Farry

GOODE PR

Samsung Building,
24 The Warehouse Way, Northcote,
Auckland 0627,
New Zealand
Tel: +64 9 480 9948
Email: tony@goodepr.co.nz
Website: www.goodepr.co.nz
Personnel
Director Tony Goode

IMPACT PR

322 Riddell Road, Glendowie,
Auckland 1071, New Zealand
Tel: +64 9 575 2722
Email: mark@impactpr.co.nz
Website: impactpr.co.nz
Personnel
Director Mark Devlin

PORTER NOVELLI NEW ZEALAND

33 College Hill, Freemans Bay,
PO Box 108-188, Symonds Street,
Auckland 1101, New Zealand
Tel: +64 9 361 2900
Email: info@porternovelli.kiwi
Website: www.porternovelli.kiwi
Personnel
Managing Director Sarah Williams

RUSCOE PUBLIC RELATIONS

145 Winara Avenue, Waikanae 5036,
New Zealand
Tel: +64 4 293 4103
Website: www.rpr.co.nz

SALT & PEPPER PR

102 Taipa Road, Muriwai Beach,
Auckland 0881, New Zealand
Tel: +64 21 667 873
Email: jennifer@saltandpepperpr.com
Website: www.saltandpepperpr.com
Personnel
Managing Director Jennifer Boyes

SOLUTIONS BY SANDS

PO Box 214, Wellington,
New Zealand
Tel: +64 274 303 519
Email: solutions.by.sands@xtra.co.nz
Personnel
Director Catherine Sands Wearing

SPARK PR & ACTIVATE

Level 2, Mt Eden Business Centre,
14 Normanby Road, Mt Eden,
Auckland 1024
New Zealand
Tel: +64 9 638 1270
Fax: +64 9 638 1277
Email: katie.walton@sparkactivate.co.nz
Website: www.sparkpr.co.nz
Personnel
Client Services Director Katie Walton

PAKISTAN

ASIATIC PUBLIC RELATIONS NETWORK (PVT) LTD

13-A, Hasan Homes, Block 5,
K.D.A, Scheme #5,
Clifton, Karachi,
Pakistan

Tel: +9221 3586 7576

Email: zohare@apr.com.pk

Website: www.apr.com.pk

Personnel

Chief Executive Officer Zohare Ali Shariff

GOLIN KARACHI

R-Centre, 159 Bangalore Town,
Shahrah-e-Faisal, Sindh,
Karachi 75350, Pakistan
Tel: +9221 3453 9901-8
Tel: +9221 3453 9909

Email: khalid.rauf@mullenloweraufgroup.com

Website: www.golin.asia

Personnel

Chairman & CEO Khalid Rauf

MOMENTUM PR & CORPORATE COMMUNICATIONS (KARACHI)

#12 Shahnaz Arcade,
Shaheed Millat Road,
Karachi, Pakistan
Tel: +92332 317 8060

Email: hasan@mpr.com.pk

Website: www.mpr.com.pk

Personnel

Head of Public Relations Hasan Zuberi

MOMENTUM PR & CORPORATE COMMUNICATIONS (LAHORE)

#93A2, Valencia Town,
Lahore, Pakistan
Tel: +92332 317 8060

Email: hasan@mpr.com.pk

Website: www.mpr.com.pk

Personnel

Head of Public Relations Hasan Zuberi

ORIENT PUBLIC RELATIONS

2nd Floor, Orient House,
194-A, SMCHS, Karachi 74400,
Pakistan
Tel: +9221 111 66 66 22
Fax: +9221 3432 8839

Email: masood.hashmi@orientm-mccann.pk

Website: www.orientm-mccann.pk

Personnel

President Masood Hashmi

PHILIPPINES

1911 PR INC

2B-14 Capri Condominiums,
West Service Road, SLEX, Cupang,
Muntinlupa City 1770,
Philippines

Tel: +63916 399 3120

Email: jpfenix@gmail.com

Website: 1911pr.org

Personnel

Founding Partner JP Fenix

BUENSALIDO & ASSOCIATES PUBLIC RELATIONS

Suite 701, 7/F Greenbelt Mansion,
106 Perea Street, Legaspi Village,
Makati City 1226, Philippines

Tel: +632 892 3520; Fax: +632 817 4471

Email: joyb@buensalido.com.ph

Website: www.buensalido.com.ph

Personnel

President & CEO C. Joycelyn L. Buensalido

CAMPAIGNS & GREY PUBLIC RELATIONS

2723 Sabio Street, Chino Roces Avenue,
Makati City 1231, Philippines

Tel: +632 884 7300

Fax: +632 816 3918

Email: john.lucas@grey.com

Website: www.grey.com/philippines

Personnel

Chief Executive Officer John Lucas



EON GROUP

8FOPL Building, 100C. Palanca St.
Legaspi Village, Makati City 1229,
Philippines

Tel: +632 893 5642

Email: info@eon.com.ph

Website: www.eon.com.ph

Year Established

1998

Personnel

Chairman & CEO Junie del Mundo

President & COO Richard Arboleda

Chief Innovation Officer .. Mori Rodriguez

No. of Employees

142

Branches/Affiliates

EON Public Relations is the Philippine

affiliate of EDELMAN; Engage is the

Philippine Affiliate of Ruder Finn Asia

Company Profile

The EON Group is a fully integrated communications agency committed to the vision of truth-telling as a compelling instrument for meaningful and lasting change. Through the years, EON focused on achieving synergies among its four practice areas - Corporate and Marketing public relations (EON PR), reputation management and public affairs (ENGAGE), creative technology (DIG), and experiential marketing (TANGERINE). Fuelled by highly specialized and diverse disciplines, The EON Group champions imaginative storytelling that is grounded firmly on data and analytics.

Our Expertise

Public Relations

Reputation Management and Public

Affairs

Digital Marketing and Creative

Technology

Experiential Marketing

CENTAUR DIGITAL MARKETING PH INC.

5th Floor Cacho Gonzales Building,
101 Aguirre Street, Legazpi Village,
Barangay San Lorenzo, Metro Manila,
Makati City 1229,
Philippines

Tel: +632 218 5613

Email: info@centaurmarketing.co

Website: www.centaurmarketing.co

Personnel

Director Will Hsu

DOMINGUEZ MARKETING COMMUNICATIONS INC

Unit 305 Metropolitan Terraces
Condominium, Sacred Heart Street,
Kamagong Street cor Metropolitan Avenue,
San Antonio Village, Makati City 1203,
Philippines

Tel: +632 897 7088

Fax: +632 899 5264

Email: mel@dominguez.ph

Website: www.dominguezmarketing.net

Personnel

President & CEO Mel Dominguez

FLEISHMANHILLARD PHILIPPINES

4/F Zeta II Building, 191 Salcedo Street,
Legaspi Village, Makati City 1229,
Philippines

Tel: +632 813 0559

Fax: +632 813 0634

Email: patti.malay@fleishman.com

Website: www.fleishmanhillard.com

Personnel

SVP & General Manager Patti Malay

GEISERMACLANG MARKETING COMMUNICATIONS INC

6/F Cambridge Center Building,
108 Tordesillas corner Gallardo Streets,
Salcedo Village, Makati City,
Philippines

Tel: +632 914 6504

Fax: +632 403 3540

Email: sara@geisermacclangnetwork.com

Website: www.geisermacclang.com

Personnel

Chief Operating Officer Sara Alvarez

GRUPO AGATEP INC

16/F Robinsons Equitable Tower,
4 ADB Avenue cor Poveda Street,
Ortigas Center, Pasig City 1605,
Philippines

Tel: +632 638 6057

Fax: +632 634 6854

Email: charlie.agatep@grupoagatep.com

Website: www.grupoagatep.com

Personnel

Chairman & CEO Charlie A. Agatep

M2.0 COMMUNICATIONS

94 Scout Castor, Barangay Laging Handa,
Quezon City 1103, Philippines

Tel: +632 332 1031 loc 113

Fax: +632 332 1031 loc 108

Email: hello@m2online.ph

Website: www.m2comms.com

Personnel

Marketing Manager Ays Pascual

MSL, MAKATI CITY

24/F, Tower 2, The Enterprise Center,
Ayala Avenue corner Paseo de Roxas,
Makati City 1226, Philippines
Tel: +632 884 8001
Email: orly.ramas@mslgroup.com
Website: www.mslgroup.com
Personnel
Director Orly Ramas

MULLENLOWE MARC (PR)

16th Floor, Rufino Pacific Tower,
6784 Ayala Avenue, Makati City 1226,
Philippines
Tel: +632 811 1111; Fax: +632 811 0130
Email: jenny.yrasuegui@mullenlowe.com
Website: philippines.mullenlowe.com
Personnel
Managing Directors
..... Jenny Yrasuegui/Celine Gabriel-Lim

OGILVY

14/F, 8 Rockwell (Ogilvy PR),
Hidalgo Drive, Rockwell Center,
Makati City 1200, Philippines
Tel: +632 238 7000; Fax: +632 403 8494
Email: leah.huang@ogilvy.com
Website: www.ogilvy.com
Personnel
Managing Director Leah Huang

PERCEPTIONS, INC.

8/F, 20th Drive Corporate Center,
McKinley Business Park, Bonifacio Global
City, Taguig City 1634, Philippines
Tel: +632 891 3485
Fax: +632 891 3396
Email: noel.nieva@perceptions-inc.com
Website: www.perceptions-inc.com
Personnel
President & COO Noel Nieva

PUBLICITY RELATIONSHIP BUILDING, INC. (PRC INC.)

Unit 206 State Condominium IV,
Ortigas Avenue, Greenhills, San Juan,
Metro Manila 1502, Philippines
Tel: +632 725 0237
Fax: +632 470 8535
Email: michael.dugenia@teamprcinc.com.ph
Website: www.teamprcinc.com
Personnel
President & CEO Michael E. Dugenia

PULSE COMMUNICATIONS

12/F, 8 Rockwell (Pulse), Hidalgo Drive,
Rockwell Centre, Makati City 1200, Philippines
Tel: +632 238 7000
Fax: +632 403 8494
Email: leah.huang@pulsephil.com
Personnel
Managing Director Leah Huang

STRATEGIC EDGE, INC. PHILIPPINES

5/F Emmanuel House, 115 Aguirre Street,
Legaspi Village, Makati City 1229, Philippines
Tel: +632 892 0247; Fax: +632 892 0223
Email: anamag@seinc.com.ph
Website: www.strategicedgeph.com
Personnel
Managing Director
..... Ana Maria Gonzalez Marques

TEAMASIA / HAMLIN-ITURRALDE CORP

18/F Aeon Center, Northgate Cyberzone,
Filinvest Corporate City, Alabang 1781
Muntinlupa City, Metro Manila, Philippines
Tel: +632 847 3500; Fax: +632 847 3510
Email: info@teamasia.com
Website: www.teamasia.com
Personnel
Managing Director Beatriz Lim

VIRTUSIO PR INTERNATIONAL INC

Unit 2108 The Orient Square Building,
F. Ortigas Jr. Road, Ortigas, Pasig City,
Metro Manila 1605, Philippines
Tel: +632 631 9479; Fax: +632 631 9479
Email: postmaster@virtusio.com
Website: www.virtusio.com
Personnel
President Lulu Virtusio

WEBER SHANDWICK (PHILIPPINES)

4/F 1009 Metropolitan Building,
Metropolitan Avenue, Makati City 1200,
Philippines
Tel: +632 817 5670; Fax: +632 812 0411
Email: desaca@webershandwick.com
Website: www.webershandwick.asia
Personnel
President and COO Diana Lesaca

SINGAPORE

ACCESS COMMUNICATIONS PTE LTD

2 Kallang Pudding Road, Mactech Industrial
Building, #05-14, Singapore 349307
Tel: +65 6547 8979; Fax: +65 6547 8978
Email: georgiana@accesscoms.com.sg
Website: www.accesscoms.com.sg
Personnel
Associate Director Georgiana Lim

AKA ASIA

3 Pickering Street, #01-60,
Singapore 048660
Tel: +65 6222 6136
Email: hello@aka-asia.com
Website: www.aka-asia.com
Personnel
Partner/Director Kate O'shea

APCO WORLDWIDE (SINGAPORE)

137 Market Street, #16-01,
Singapore 048943
Tel: +65 6922 0555
Email: jyi@apcoworldwide.com
Website: www.apcoworldwide.com
Personnel
Managing Director, Southeast Asia ... James Yi

ASIA PR WERKZ PTE LTD

86A Amoy Street, Singapore 069905
Tel: +65 6536 6881
Fax: +65 6535 2008
Email: info@asiaprwerkz.com
Website: www.asiaprwerkz.com
Personnel
Managing Director Cho Pei Lin

ASIA-PACIFIC CONNECTIONS PTE LTD

9 Stevens Road, Singapore 257820
Tel: +65 6334 9045; Fax: +65 6235 1428
Email: cindy.apconnections.com
Website: www.apconnections.com
Personnel
Managing Director Cindy Payne

BALDWIN BOYLE SHAND LTD (SINGAPORE)

1 Raffles Place, #11-02, One Raffles Place,
Singapore 048616
Tel: +65 6538 9211; Fax: +65 6538 1062
Email: carl.stephens@bbspr.com.sg
Website: www.baldwinboyle.com.sg
Personnel
Partner & Managing Director Carl Stephens

BLUE TOTEM COMMUNICATIONS

6 Raffles Quay, #16-01, Singapore 048580
Tel: +65 9199 3623
Email: andrew.wong@bluetotem.co
Website: www.bluetotem.co
Personnel
Director Andrew Wong

BRAND INCORPORATED PTE LTD

27 Foch Road, Hoa Nam Building,
Level 5 Unit 2 and 3, Singapore 209264
Tel: +65 6223 1866
Email: elaine@brand-incorporated.com
Website: www.brand-incorporated.com
Personnel
Director Elaine Seah

BURSON COHN & WOLFE (BCW) SINGAPORE

50 Scotts Road, #03-01, Singapore 228242
Tel: +65 6336 6266
Fax: +65 6671 3214
Email: Shawn.Balakrishnan@cohnwolfe.com
Personnel
Market Leader Shawn Balakrishnan

CHAPLIN PUBLIC RELATIONS

#21-02 The Citrine, 18 Jalan Dato,
Singapore 329415
Tel: +65 6256 5100
Email: danny.chaplin@chaplinpr.com
Website: www.chaplinpr.com
Personnel
Managing Director Danny Chaplin

CITIGATED DEWE ROGERSON, I.MAGE PTE LTD

55 Market Street, #02-01,
Singapore 048941
Tel: +65 6534 5122
Fax: +65 6534 4171
Email:
huikheng.chia@citigatedewerogerson.com
Website: www.huntsworth.com
Personnel
Managing Director Chia Hui Kheng

CIZA CONCEPT

9 Flora Road, #01-01, Singapore 509737
Tel: +65 6545 5645; Fax: +65 6545 1031
Email: edward@ciza.com
Website: www.ciza.com
Personnel
Managing Director Edward Lim

CLOUT COMMUNICATIONS & DESIGN

10D Braddell Hill #21-15, Singapore 579723
Tel: +65 9108 0864
Email: sam.cloutcomms@gmail.com
Website: www.cloutcomms.sg

Personnel

Director/Principal Consultant... Samuel Wong

COGENT COMMUNICATIONS PTE LTD

51 Goldhill Plaza #22-05, Singapore 308900
Tel: +65 6704 9288; Fax: +65 6250 2657
Email: woon@cogentcomms.com
Website: www.cogentcomms.com

Personnel

Director..... Gerald Woon

COGNITO ASIA

31 Hongkong Street, #02-01, Singapore 059670
Tel: +65 6221 7310
Email: prisita.menon@cognitomedia.com
Website: www.cognitomedia.com

Personnel

Managing Director..... Prisita Menon

COMMUNIKAIT.

20 Upper Circular Road,
#12-05 The Riverwalk, Singapore 058416
Tel: +65 6639 7361
Email: kai@kommunikait.sg
Website: www.facebook.com/kommunikait.kai

Personnel

Director & Founder..... Kai Tamin-Goh

DEVRIES GLOBAL SINGAPORE

40A Orchard Road, #06-01 The MacDonald House, Singapore 238838
Tel: +852 6750 9317
Email: avejarano@devriesglobal.com
Website:

www.devriesglobal.com/offices/singapore

Personnel

Regional MD..... Andres Vejarano

DUNBAR JONES & ASSOCIATES

1 Goldhill Plaza, #03-45 Podium Block, Singapore 308899
Tel: +65 6356 2830
Fax: +65 6254 8971

Email: jdunbar@dunbarjones.com.sg

Website: www.dunbarjones.com.sg

Personnel

Managing Director..... Jennifer Dunbar

EASTWEST PUBLIC RELATIONS GROUP, SINGAPORE

12 Purvis Street, #02-01 Suite C, Singapore 188591
Tel: +65 6222 0306

Email: grace@eastwestpr.com

Website: www.eastwestpr.com

Personnel

Operations Director..... Grace EIO

EDELMAN SINGAPORE

15 Beach Road #04-01, Singapore 189677
Tel: +65 6733 1110
Fax: +65 6733 5550
Email: john.kerr@edelman.com

Personnel

Singapore CEO..... John Kerr

FIFTH RING PTE. LTD

5 Shenton Way, UIC Building #10-01, Singapore 068808
Tel: +65 6871 4239
Email: Debbie.ho@fifthring.com
Website: www.fifthring.com

Personnel

Account Director..... Debbie Ho

FINSBURY SINGAPORE

50 Scotts Road, #02-01, Singapore 228242
Tel: +65 9720 9747
Email: ben.richardson@finsbury.com
Website: www.finsbury.com

Personnel

Partner..... Ben Richardson

FLAME COMMUNICATIONS PTE LTD

100 Beach Road, #22-07 Shaw Towers, Singapore 189702
Tel: +65 6259 3193; Fax: +65 6291 2393
Email: info@flamecomms.com
Website: www.flamecomms.com

Personnel

Managing Director..... Florence Fang

FLEISHMANHILLARD SINGAPORE

Level 8, Pico Creative Centre, 20 Kallang Avenue, Singapore 339411
Tel: +65 6339 1066; Fax: +65 6424 6355
Email: yin.khoo@fleishman.com
Website: www.fleishmanhillard.com

Personnel

SVP & General Manager..... Khoo Yin

FTI CONSULTING, SINGAPORE

8 Shenton Way, #12-02, AXA Tower, Singapore 068811
Tel: +65 6831 7820; Fax: +65 6831 7859
Email: tom.evrard@fticonsulting.com
Website: www.fticonsulting.com

Personnel

Senior Managing Director, Singapore..... Tom Evrard

GHC ASIA - SINGAPORE

133 Cecil Street, #18-01, Keck Seng Tower, Singapore 069535
Tel: +65 6438 4024
Fax: +65 6225 6613
Email: info@ghcasia.com
Website: www.ghcasia.com

Personnel

Client Services Director..... Jessie Gogan

GOLIN SINGAPORE

40A Orchard Road, #07-01 The MacDonald House, Singapore 238838
Tel: +65 6235 3121
Email: tdeo@golin.com
Website: www.golin.asia

Personnel

Managing Director, Southeast Asia..... Tarun Deo

GRAYLING ASIA PTE LTD

55 Market Street, #02-02, Singapore 048941
Tel: +65 6671 7600; Fax: +65 6224 2097
Email: stephanie.stamatkou@grayling.com
Website: www.grayling.com.sg

Personnel

CEO, APAC..... Stephanie Stamatkou



Hill+Knowlton
Strategies

HILL+KNOWLTON STRATEGIES, SINGAPORE

50 Scotts Road, #04-01, Singapore 228242
Tel: +65 6338 2881
Fax: +65 6295 6780

Website: www.hkstrategies.com

Personnel

Managing Director, Singapore and Malaysia Michelle Tham
Email: michelle.tham@hkstrategies.com
Branches/Affiliates

Part of the Hill+Knowlton Strategies worldwide network with over 85 offices in more than 45 countries

Company Profile

Creative content development and marketing, business-to-business communications, corporate communications, corporate social responsibility/ sponsorship, crisis communications & issues management, digital & social media strategy and management, financial communications/ investor relations, healthcare public relations, industry analyst relations, internal communications, marketing communications, media relations, public affairs and spokesperson training.

HUNTINGTON COMMUNICATIONS PTE LTD

141 Middle Road, #03-03 GSM Building, Singapore 188976
Tel: +65 6339 2883
Email: lenasoh.ng@huntington.com.sg
Website: www.huntington.com.sg

Personnel

Senior Partner..... Lena Soh-Ng

IN.FOM PTE LTD

7 Temasek Boulevard, #04-03 Suntec Tower One, Singapore 038987
Tel: +65 6440 0122
Email: mike@infom.asia
Website: www.infom.asia

Personnel

Managing Partner..... Mike Liew

JACK MORTON WORLDWIDE (SINGAPORE)

40A Orchard Road, #07-01 MacDonald House, Singapore 238838
Tel: +65 6499 8800
Email: charles_robinson@jackmorton.com.sg
Website: www.jackmorton.com

Personnel

SVP, Managing Director Charles Robinson

LEWIS - GLOBAL COMMUNICATIONS (SINGAPORE)

Gateway East, 152 Beach Road, Unit 20-05, Singapore 189721
Tel: +65 6571 9140
Email: hellosingapore@teamlewis.com
Website: www.teamlewis.com/asia

Personnel

Managing Director, SEA..... Ann Chong



The
Hoffman Agency

THE HOFFMAN AGENCY (SINGAPORE)

331 North Bridge Road,
#10-06 Odeon Towers,
Singapore 188720
Tel: +65 6361 0250
Fax: +65 6333 9070
Email: mtseng@hoffman.com
Website: www.hoffman.com
Year Established

1996

Personnel

General Manager, Singapore

..... Maureen Tseng

Branches/Affiliates

Global Headquarters: San Jose (Silicon Valley); Europe Headquarters: London;

Asia Headquarters: Hong Kong;

Other offices:

Greater China: Hong Kong, Beijing, Shanghai, Taipei

North Asia: Tokyo, Seoul

Southeast Asia: Singapore, Jakarta

Affiliates in Asia Pacific countries:

Australia, India, Malaysia, Philippines, Thailand and Vietnam.

Company Profile

The Hoffman Agency helps corporate, technology, telecommunications, consumer electronics and travel companies to communicate compelling messages across the globe.

An independent and global public relations firm founded in 1987 in San Jose, California, The Hoffman Agency office in Singapore was established in 1996 to cater to the Asian market and needs. Leveraging the company's strong heritage in the technology sector, we create compelling visual storytelling campaigns and craft powerful PR programs in innovative ways, garnering attention from the right influencers and audiences across the region.

The Hoffman Agency Singapore prides itself in getting all the formulas right: A team driven by passion with a thirst for knowledge, a hunger to deliver results and the nous to deliver the right message to the right audience through the right channels.

McGAGH COMMUNICATIONS

#03-04 North Bridge Center,
420 North Bridge Road,
Singapore 188727
Tel: +65 6570 9139
Email: pr@mcgaghcomms.com
Website: www.mcgaghcomms.com

Personnel

Director Audrey McGagh

McGallen & Bolden PTE LTD

20 Maxwell Road, #04-01F Maxwell House,
Singapore 069113
Tel: +65 6324 6588
Email: huipeng@mcgallen.com
Website: mcgallen.com

Personnel

Associate Director Ter Hui Peng

MEDIA OUTREACH (SINGAPORE)

6 Raffles Quay, #16-01, Singapore 048580
Tel: +65 6812 7821
Email: info@media-outreach.com
Website: www.media-outreach.com

Personnel

Founder & Managing Director Jennifer Kok

MERCURY PR

OUE Downtown Gallery, 6A Shenton Way,
#04-02 to #04-08, Singapore 068815
Tel: +65 6323 7060; Fax: +65 6295 6176
Email: albert@mercurymc.com
Website: www.mercurymc.com

Personnel

Managing Director Albert Pang

MILEAGE COMMUNICATIONS GROUP

Mileage House, 52B Club Street,
Singapore 069429
Tel: +65 6222 1678; Fax: +65 6222 5378
Email: patsy@mileage.com.sg
Website: www.mileagecommunications.com

Personnel

Executive Director Patsy Phay

MSL, SINGAPORE

16 Collyer Quay, #03-00 Income at Raffles,
Singapore 049318
Tel: +65 8436 1712
Email: suya.kim@mslgroup.com
Website: www.mslgroup.com

Personnel

Managing Director Suya Kim

MTI SINGAPORE

Mileage House, 52B Club Street,
Singapore 069429
Tel: +65 6222 1678
Fax: +65 6222 5378
Email: patsy@mileage.com.sg
Website: www.mtinetwork.com

Personnel

Executive Director Patsy Phay

MULLENLOWE SALT

C.I.D.C. 90 Eu Tong Sen Street
Block A #04-01/02, Creative Innovative
Development Centre,
Singapore 059811
Tel: +65 6849 4861
Email: hellosingapore@mullenlowesalt.com
Website: http://mullenlowesalt.com

Personnel

Business Unit Director Suzy Goulding

MUTANT COMMUNICATIONS

41 Craig Road, Singapore 089679
Tel: +65 6221 7239
Email: jenny@mutant.com.sg
Website: mutant.com.sg

Personnel

Marketing Executive Jenny Leslie

NINEMER PUBLIC RELATIONS PTE LTD

80 Anson Road, Fuji Xerox Towers #11-08,
Singapore 079907
Tel: +65 6534 9939
Email: jessieho@ninemer.com
Website: www.ninemer.com

Personnel

Managing Director Jessie Ho

OGILVY

71 Robinson Road, #07-01,
Singapore 068895
Tel: +65 6213 7899; Fax: +65 6213 7840
Email: eerong.chong@ogilvy.com
Website: www.ogilvy.com

Personnel

Managing Director Ee Rong Chong

PHISH COMMUNICATIONS PTE LTD

462B Joo Chiat Road, Singapore 427674
Tel: +65 6344 2953; Fax: +65 6344 7704
Email: shirlene@phish-comms.com
Website: www.phish-comms.com

Personnel

Managing Director Shirlene Noordin

PORTER NOVELLI

20 Kallang Avenue, Level 7A Pico Creative
Centre, Singapore 339411
Tel: +65 6671 4700
Email: dan.benelisha@porternovelli.com
Website: www.porternovelli.com

Personnel

SVP/Managing Director Dan Benelisha

PR COMMUNICATIONS PTE LTD

20 Cross Street, #02-09/10 China Court,
China Square Central, Singapore 048422
Tel: +65 6227 2135; Fax: +65 6227 3915
Email: hello@prcomm.com.sg
Website: www.prcomm.com.sg

Personnel

Managing Director Eric Chan

PR NEWSWIRE (SINGAPORE)

Samsung Hub #25-01, 3 Church Street,
Singapore 049483
Tel: +65 6692 2374; Fax: +65 6692 9293
Email: hkcs@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales & Marketing Royce Shih

PRECIOUS COMMUNICATIONS

4 Ann Siang Hill, 3rd Floor,
Singapore 069786
Tel: +65 3151 4760
Email: lars@preciouscomms.com
Website: www.preciouscomms.com

Personnel

Principal Consultant & MD Lars Voedisch

PRIORITY CONSULTANTS

30 Mohamed Sultan Road, #03-00 Lam Ann
Building, Singapore 238974
Tel: +65 6338 1006; Fax: +65 6336 9567
Email: kunalan@priorityconsultants.com
Website: www.priorityconsultants.com

Personnel

Managing Director Kunalan Chakravarthy

PUBLIC RELATIONS GLOBAL NETWORK (PRGN)

Mileage House, 52B Club Street,
Singapore 069429
Tel: +65 6222 1678; Fax: +65 6222 5378
Email: patsy@mileage.com.sg
Website: www.prgn.com
Personnel
Executive Director Patsy Phay



RUDER FINN SINGAPORE/ SOUTHEAST ASIA

114 Lavender Street, #14-01, CT Hub 2
Singapore 338729
Tel: +65 6235 4495
Fax: +65 6235 7796
Email: info@ruderfinnasia.com
Website: www.ruderfinnasia.com
Year Established
1996
Personnel
Executive Vice President,
Regional Director of Asia
and Managing Director, Greater China
..... Elan Shou

Senior Vice President,
Managing Director of Southeast Asia
..... Martin Alintuck
No. of Employees
25

Branches/Affiliates
Ruder Finn Bangalore, Ruder Finn
Beijing, Ruder Finn New Delhi, Ruder
Finn Guangzhou, Ruder Finn Hong
Kong, Ruder Finn Malaysia, Ruder Finn
Mumbai, Ruder Finn Shanghai, RFI
Asia, RF Thunder Beijing, RF Thunder
Guangzhou, RF Thunder Hong Kong, RF
Thunder Shanghai

Company Profile
The Art and Science of Engagement:
Ruder Finn Asia is a subsidiary of Ruder
Finn Inc, one of the world's largest
privately-owned communications
consultancies. It employs close to
500 consultants in Asia-Pacific and is
represented across all other regional
markets through a network of high
quality partners. As an integrated
communication consultancy, it
helps clients engage with those
vital to their success, delivering
meaningful, measurable, business
results through inspirational, data-
driven, communications counsel and
solutions. Its expertise encompasses
reputation management, digital and
social marketing strategy, employee
engagement, branding and executive
skills training including Activation,
a unique practice which establishes
creative partnership opportunities. Their
research and analysis team provides
insights and counsel in market trends,
producing annual research reports
including the China Luxury Forecast,
Physicians Digital Outlook Survey and
other publications.

PUBLICIST PR CONSULTANTS

16 Purvis Street, #02-33,
Singapore 188595
Tel: +65 6520 3414
Email: edith@publicistpr.com
Website: www.publicistpr.com
Personnel
Public Relations Director Cecilia Tan



STRATEGIC PUBLIC RELATIONS GROUP

Year Established
1995
Personnel
Chairman Richard Tsang
No. of Employees
310
Branches/Affiliates
Member Company: Hong Kong, Beijing,
Shanghai, Guangzhou, Taiwan,
Singapore, Malaysia
Affiliates Network: Japan, Korea,
Thailand, Indonesia, Philippines,
Vietnam, India, Australia, USA, UK,
France, Germany, Italy, Belgium, Spain,
Portugal, Switzerland, Sweden, Canada,
Brazil, Mexico, Mongolia, United Arab
Emirates, Russia, South Africa
Company Profile

After being named one of the "Top
Ten PR Agencies in Singapore" by
Marketing magazine, SPRG Singapore
moved quickly to enhance its in-house
capabilities with the addition of creative,
content, strategy and planning teams.
One of the few truly integrated marketing
communications consultancy locally,
the team's creative campaigns have
won many industry awards, and today,
it is helping many Government agencies
and private companies make the smooth
transition from traditional marketing to
integrated communications.

SINGAPORE STRATEGIC PUBLIC RELATIONS PTE LTD

61 Robinson Road, #12-01,
Robinson Centre, Singapore 068893
Tel: +65 6325 8260; Fax: +65 6325 8262
Email: edwin.yeo@sprg.com.sg
Website: www.sprg.com.sg
www.sprg.asia
Personnel
General Manager Edwin Yeo

STRATEGIC DIGITALAB PTE LTD

61 Robinson Road, #12-01,
Robinson Centre, Singapore 068893
Tel: +65 6325 8260
Fax: +65 6325 8262
Email: pauline.y@strategicdigitalab.com
Website: www.strategicdigitalab.com
www.sprg.asia
Personnel
General Manager Pauline Young

PULSE INFLUENCE

71 Robinson Road, #07-01,
Singapore 068895
Tel: +65 6213 7899
Fax: +65 6213 7840
Email: emily.poon@pulseinfluence.com
Personnel
Deputy Managing Director Emily Poon

RED AGENCY SINGAPORE

80 Robinson Road, #20-02,
Singapore 068898
Tel: +65 6317 6600; Fax: +65 6317 6700
Email: allanjit.singh@redagency.com
Website: www.redagency.com.au
Personnel
Managing Director Allanjit Singh

RICE COMMUNICATIONS PTE LTD

178 Clemenceau Ave, 08-00,
Haw Par Glass Tower,
Singapore 239926
Tel: +65 3157 5685; Fax: +65 6221 8729
Email: enquiries@ricecomms.com
Website: www.ricecomms.com
Personnel
Managing Partner James Brasher

THE RIGHT SPIN PTE LTD

47B Cantonment Road, Singapore 089749
Tel: +65 6325 5928
Fax: +65 6325 4627
Email: stacy@therightspin.com.sg
Website: www.therightspin.com.sg
Personnel
Director Stacy Ang

SPURWING COMMUNICATIONS

168 Robinson Road, #12-00 Capital Tower,
Singapore 068912
Tel: +65 6340 7287
Email: emma@spurwingcomms.com
Personnel
Managing Director Emma Thompson

THINK PR

756 Upper Serangoon Road,
#1-29 Upper Serangoon Shopping Centre,
Singapore 534626
Tel: +65 9101 8487
Email: vishwesh@thinkprapac.com
Website: www.thinkprapac.com
Personnel
Director Vishwesh Iyer

W COMMS PTE LTD

151 Telok Ayer Street, Singapore 068609
Tel: +65 6260 0658
Email: hello@wcommunications.sg
Website: www.wcommunications.sg
Personnel
Managing Director Hilary Davies

WE COMMUNICATIONS (SINGAPORE)

77 Robinson Road, Unit #33-00,
Singapore 068896
Tel: +65 6303 8466; Fax: +65 6303 8477
Email: jseow@we-worldwide.com
Website: www.we-worldwide.com/apac
Personnel
Managing Director Jeremy Seow

WEBER SHANDWICK (SINGAPORE)

40A Orchard Road,
#07-01 MacDonald House,
Singapore 238838
Tel: +65 6825 8000
Fax: +65 6822 8000
Email: vnkolovski@webershandwick.com
Website: <http://webershandwick.com.sg>
Personnel
Managing Director Vanessa Ho

SRI LANKA

MARK AND COMM PVT LTD

49A1, St. Mary's Road,
Colombo 10370,
Sri Lanka
Tel: +94 777 779 164
Email: thanzy@markandcomm.com
Website: www.markandcomm.com
Personnel
Director Thanzy Thajudeen

MSL, COLOMBO

379, RA De Mel Mawatha,
Colombo 3, Sri Lanka
Tel: +94 11 237 2080 ext 170
Email: caryll.vandort@mslgroup.com
Website: www.mslgroup.com
Personnel
Director Caryll VanDort

OGILVY

16 Barnes Place,
Colombo 07, Sri Lanka
Tel: +94 11 2639 100
Email: manilika.philips@ogilvy.com
Website: www.ogilvy.com
Personnel
Chief Executive Officer Manilika Philips

PROTEAN

Operates under the Aegis of the Omnicom Media Group, Sri Lanka,
Level 5 Tisara Plaza,
127/88 Dutugemunu Street,
Colombo 6,
Sri Lanka
Tel: +94 11 281 5774
Fax: +94 11 281 5776
Email: champika@tmd.lk
Website: www.omnicommediagroup.lk
Personnel
PR Director Champika Thalgodapitiya

TAIWAN

ACCESS PUBLIC RELATIONS

3F-3, No. 184, Section 3,
Ting-Zhou Road, Taipei 10091,
Taiwan
Tel: +886 2 2366 1899
Fax: +886 2 2366 0866
Email: jason_chen@accesspr.com.tw
Website: www.accesspr.com.tw
Personnel
Managing Director Jason Chen

AIMHIT SPORTS MARKETING AND COMMUNICATIONS CONSULTANTS CO LTD

7/F, 59 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 8768 2358; Fax: +886 2 8768 1525
Email: global.alliance@epr.com.tw
Website: <http://aimhitpr.com>
Personnel
Senior Consultant Eveline Ma

APEX COMMUNICATIONS CONSULTANTS CO LTD

7/F, 61 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 771 8777; Fax: +886 2 771 8778
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com
Personnel
Senior Consultant Eveline Ma



BMA GLOBAL SERVICES

6F, No. 145, Sec. 4, Ren'ai Road,
Taipei City 106, Taiwan
Tel: +886 2 277 5786
Fax: +886 2 277 5796
Website: www.bmag.com
Year Established
2009
Personnel
CEO Belinda Ma
VP, Client Service Andy Chen
Strategy Director Richard Shearn
No. of Employees
15
Company Profile

Founded by an award winning team with experiences across Asia Pacific, BMA Global Services supports diverse PR/MarCom programs for clients in FMCG, F&B, IT/technology, CE, Sports, and luxury goods industries.

BMA Global Services has presences/affiliates in major Asian markets including Taiwan, China, Hong Kong, Korea, Japan, and Singapore.

BRAVO COMMUNICATIONS CONSULTANTS CO LTD

7/F, 51 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 8768 1669
Fax: +886 2 8768 1666
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com
Personnel
Senior Consultant Eveline Ma

CLAVIS COMMUNICATIONS CONSULTANTS CO LTD

7/F, 57 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 771 8666; Fax: +886 2 771 8778
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com
Personnel
Senior Consultant Eveline Ma

COMPASS PUBLIC RELATIONS LTD

10C, 167 Tun Hwa North Road,
Taipei 205, Taiwan
Tel: +886 2 2546 6086
Fax: +886 2 2546 6087
Email: Pauline.Leung@compasspr.com.tw
Website: www.compasspr.com.tw
Personnel
Chief Executive Officer Pauline Leung

EDELMAN TAIWAN

International Trade Building, 17F-1712, 333 Keelung Road, Sec. 1, Taipei 11012, Taiwan
Tel: +886 2 2757 6568
Fax: +886 2 2757 6355
Email: taipei@edelman.com
Website: www.edelman.tw
Personnel
Taiwan General Manager ... Peter Tou Kuang-Kai

ELITE PUBLIC RELATIONS CONSULTANTS CO LTD

7/F, 51 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 8768 1218
Fax: +886 2 8768 3886
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com
Personnel
Senior Consultant Eveline Ma

ERA OGILVY

7/F, 126 Nan Jing East Road, Sec. 4,
Taipei 10595, Taiwan
Tel: +886 2 2577 2100
Fax: +886 2 2577 1600
Email: weiw.hsiang@eraogilvy.com
Website: www.eraogilvy.com
Personnel
Managing Director Wei Hsiang

FIDES CORPORATE SUSTAINABILITY CONSULTANTS CO LTD

7/F, 57 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 8768 1519
Fax: +886 2 8768 1520
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com
Personnel
Senior Consultant Eveline Ma

GLOBALPR AGENCY

7/F, No. 182, Sec. 4 Chengde Road,
Shilin District, Taipei 11164,
Taiwan
Tel: +886 2 2882 5577
Fax: +886 2 2882 6000
Website: www.globalpr.agency
Personnel
Managing Director Jean-Pierre Skalamera

GOLIN TAIPEI

Suite 1100, 11F, No. 2 Lane 150,
Xinyi Road, Section 5, Taipei 110,
Taiwan
Tel: +886 2 2722 5779
Email: TChiang@golin.com
Website: www.golin.asia
Personnel
Managing Director Terry Chiang

HEALTHCOM COMMUNICATIONS CONSULTANTS CO LTD

7/F, 61 Dongxing Road,
Xinyi District, Taipei 110,
Taiwan
Tel: +886 2 8768 1517
Fax: +886 2 8768 1599
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com

Personnel

Senior Consultant Eveline Ma



THE HOFFMAN AGENCY (TAIWAN)

Unit 3751, Taipei 101 Tower, No. 7, Sec 5,
Xinyi District, Taipei 110, Taiwan
Tel: +886 2 9729 9607
Email: syang@hoffman.com
Website: www.hoffman.com
Year Established
2018

Personnel

Associate Account Director

..... Stephanie Yang

Branches/Affiliates

Global Headquarters: San Jose (Silicon Valley); Europe Headquarters: London;
Asia Headquarters: Hong Kong;

Other offices:

Greater China: Hong Kong, Beijing,
Shanghai, Taipei

North Asia: Tokyo, Seoul

Southeast Asia: Singapore, Jakarta

Affiliates in Asia Pacific countries:
Australia, India, Malaysia, Philippines,
Thailand and Vietnam.

Company Profile

When you hear of "Taiwan," what is the first thought that comes to your mind? Bubble milk tea, stinky tofu or xiao long bao? In fact, Taiwan is more than you think it is - with Taiwan's advanced development of high-tech industries, we've always been an enabler of advanced technological progress around the globe.

As such, leveraging our expertise in integrated communications to help Taiwanese tech organizations to go global and help global brands to gain access to Taiwanese market are the core beliefs of The Hoffman Agency's Taiwan team. We believe that storytelling is the only way to maximize the power of communications for our global clients.

K-CONCEPTS COMMUNICATIONS CONSULTANTS CO LTD

7/F, 59 Dongxing Road,
Xinyi District, Taipei 110,
Taiwan
Tel: +886 2 8768 3889
Fax: +886 2 8768 3886
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com

Personnel

Senior Consultant Eveline Ma

MEDIA GATE GROUP CO LTD

7/F, No 182, Sec 4, Chengde Road,
Shilin District, Taipei 111,
Taiwan
Tel: +886 2 2882 5577
Fax: +886 2 2882 6000
Email: kayla@mediagate.com.tw
Website: www.mediagate.com.tw

Personnel

Managing Director Jean-Pierre Skalamera

MEDICOM COMMUNICATIONS ASIA PACIFIC CO LTD

7/F, 41 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 8768 3228
Fax: +886 2 8768 3245
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com

Personnel

Senior Consultant Eveline Ma

MEDICOM COMMUNICATIONS CONSULTANTS CO LTD

11/F, 41 Dongxing Road, Xinyi District,
Taipei 110, Taiwan
Tel: +886 2 8768 3228
Fax: +886 2 8768 3245
Email: global.alliance@epr.com.tw
Website: www.eliteprgroup.com

Personnel

Senior Consultant Eveline Ma

MSL, TAIPEI

4th Floor B, 16 Nanjing E. Road,
Sec. 4, Taipei 10553, Taiwan
Tel: +886 2 7743 1195
Email: dennis.hsu@mslgroup.com
Website: www.mslgroup.com

Personnel

General Manager Dennis Hsu

OGLIVY

3/F The Ogilvy Centre, 89 Song Ren Road,
Taipei 110, Taiwan
Tel: +886 2 7745 1688
Fax: +886 2 7745 1598
Email: fupei.wang@ogilvy.com
Website: www.ogilvy.com

Personnel

Managing Director Fupei Wang

PR NEWSWIRE (TAIWAN)

15F, No. 159, Sec. 1, Keelung Road,
Xinyi Dist., Taipei 110, Taiwan
Tel: +886 2 2768 0350
Fax: +886 2 8758 2333
Email: hkcs@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales & Marketing Royce Shieh

PULSE COMMUNICATIONS CO LTD

4/F, 120 Chien Kuo N. Road, Sec 2,
Taipei 104, Taiwan
Tel: +886 2 2508 2818
Fax: +886 2 2508 2800
Email: flora.li@pulsepr.com.tw
Website: www.pulsepr.com.tw

Personnel

Managing Director Flora Li



STRATEGIC PUBLIC RELATIONS GROUP

Year Established

1995

Personnel

Chairman Richard Tsang

No. of Employees

310

Branches/Affiliates

Member Company: Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore, Malaysia
Affiliates Network: Japan, Korea, Thailand, Indonesia, Philippines, Vietnam, India, Australia, USA, UK, France, Germany, Italy, Belgium, Spain, Portugal, Switzerland, Sweden, Canada, Brazil, Mexico, Mongolia, United Arab Emirates, Russia, South Africa

Company Profile

SPRG is among the largest PR networks in Asia, having been named "Asia Pacific Network of the Year" and "Greater China Independent Agency of the Year" by Campaign and "Public Relations Agency of the Year" in Asia Pacific and Asia and Grand Stevie Awards Winner by The Stevie Awards. Apart from corporate/consumer marketing, brand communications, digital media marketing and community programmes, SPRG specialises in communications campaigns covering healthcare, pharmaceutical and CSR. The team has won various industry accolades for its client campaigns.

TAIWAN STRATEGIC COMMUNICATIONS CONSULTANTS LIMITED

Unit 503, 5F.,

No. 112, Sec. 1,

Zhongxiao E. Road,

Jhongjheng District,

Taipei 10052, Taiwan

Tel: +886 2 2394 9002

Fax: +886 2 2394 9055

Email: nancy.huang@sprg.com.tw

Website: www.sprg.com.tw

www.sprg.asia

Personnel

General Manager Nancy Huang

UNI-STYLE INTERNATIONAL PR CONSULTANTS, INC.

3F., No. 27, Sec. 1,

An Ho Road, Daan District,

Taipei 106, Taiwan

Tel: +886 2 2711 1005

Fax: +886 2 2711 10337

Email: landie.ma@unistyle.com.tw

Website: www.unistyle.com.tw

Personnel

Executive Vice President Peggy Han

VEDA INTERNATIONAL CORP

5/F, No. 178, Sec. 3, Xin-Yi Road,
Taipei 10658, Taiwan
Tel: +886227043024
Fax: +886227093692

Email: gennie@veda.com.tw

Website: www.veda.com.tw

Personnel

Chief Executive Officer Gennie Yen

WEBER SHANDWICK (TAIWAN)

Suite 1900, 19/F, No. 2,
Lane 150, Xinyi Road, Sec. 5,
Taipei 11059,
Taiwan

Tel: +886227225779

Fax: +886287898818

Email: TChiang@webershandwick.com

Website: www.webershandwick.asia

Personnel

Managing Director Terry Chiang

THAILAND



124 COMMUNICATIONS CONSULTING COMPANY LIMITED

2nd Floor, Kromadit Bldg,
2126 New Petchburi Road,
Bangkapi, Huay Kwang,
Bangkok 10310,
Thailand

Tel: +662718 1886

Fax: +6627166466

Email: sowapadee@124comm.com

Website: www.124comm.com

Year Established

1989

Personnel

Chairman Nimitz Modrakee

MD Sopawadee Chanthaworn

CFO Kanyamas Maleetavonkul

Chief Strategist Thongchai Chansevikul

COO Chemmanatha Ladavalaya

Exc. Director Inthira Chaion-nom

VP, Business Development

..... Harucha Ladavalaya

No. of Employees

36

Company Profile

For almost three decades of experience serving both local and international organizations in Thailand, 124

Communications is recognized for its ability to deliver one-stop and results-oriented professional consultancy services in very unique ways seldom available in Thailand. Its specialty practice areas are: Crisis and Issue Management, Policy Consulting, Corporate Communications, Brand Communications, Marketing Communications, CSR, Government and Public Affairs, etc.

ABM CONNECT, THAILAND

16/F, Alma Link Building, 25 Soi Chidlom,
Ploenchit Road, Pathumwan,
Bangkok 10330, Thailand
Tel: +6622529871
Fax: +6622548353

Email: Steve.Vincent@abm.co.th

Personnel

Managing Director Steve Vincent

APCO WORLDWIDE (BANGKOK)

Prima Sathorn Building, 2 Naradhiwas
Rajanagarindra Road, Yannawa, Sathorn,
Bangkok 10120, Thailand
Tel: +6626760490

Email: SSiripunyawit@apcoworldwide.com

Website: www.apcoworldwide.com

Personnel

Director, Thailand Sriwipa "Ping" Siripunyawit

BALDWIN BOYLE GROUP (THAILAND) LTD

Office 4108, Level 41 United Centre,
323 Silom Road, Bangrak,
Bangkok 10500, Thailand
Tel: +6622302703; Fax: +6622314234

Email: jay.louisson@baldwinboyle.com

Website: www.baldwinboyle.com

Personnel

Managing Director Jay Louisson

BRAND NOW ASIA CO LTD

21/10 Sukhumvit Soi 49, Klongton Nua,
Wattana, Bangkok 10110, Thailand
Tel: +6621054217

Email: kittima@brandnow.asia

Website: www.brandnow.asia

Personnel

Director & PR Consultant Kittima Sethi

BRANDED THE AGENCY CO LTD

888/201-2 Mahatun Plaza Building 3/F,
Ploenchit Road, Lumpini, Pathumwan,
Bangkok 10330, Thailand
Tel: +6626509090

Fax: +6626509260

Email: uracha@branded.co.th

Website: www.branded.co.th

Personnel

Managing Director Uracha Jaktaranon

FLEISHMANHILLARD BANGKOK

Suite 2961, 29/F, The Offices at Central
World, 999/9 Rama 1 Road, Pathumwan,
Bangkok 10330, Thailand
Tel: +6622072534

Fax: +6622079259

Email: sophis.kasemsahasin@fleishman.com

Website: www.fleishmanhillard.com

Personnel

SVP & General Manager Sophis Kasemsahasin

FRANCOM ASIA LTD

29/F Sathorn Nakorn Tower, 100/59 North
Sathorn Road, Silom, Bangkok 10500,
Thailand
Tel: +6622334329

Fax: +6622368030

Email: pauld@francomasia.com

Website: www.francomasia.com

Personnel

President & CEO Paul Dumont

GO PR CO., LTD

32/29 Sino-Thai Tower, 8th Floor,
Sukhumvit 21 Road, Asok, Klong Toei,
Wattana, Bangkok 10110, Thailand
Tel: +6620385879

Email: hello@gopr.co.th

Website: www.gopr.co.th

Personnel

Co-Founder Nick Dudley-Jones



Hill + Knowlton
Strategies

HILL + KNOWLTON STRATEGIES, THAILAND

Unit 14C, 14/F, Q House Ploenjit Building,
598 Ploenchit Road, Lumpini,
Pathumwan, Bangkok 10330, Thailand
Tel: +66 2627 3501-6

Fax: +66 2627 3510/2627 3545

Email: kungpakorn@hkstrategies.com

Website: www.hkstrategies.com

Personnel

Managing Director, Thailand

..... Kanprom Ungpakorn

Branches/Affiliates

Part of the Hill + Knowlton Strategies
worldwide network with over 85 offices in
more than 45 countries

Company Profile

Marketing communications, corporate
relations, media relations, government
relations and crisis & issues management.

INFINITY COMMUNICATIONS & CONSULTANT CO LTD

10/175 (2202C) 22/F,
Trendy Building, Sukhumvit 13,
Klong Tuey Nua, Wattana,
Bangkok 10110, Thailand
Tel: +66925544149

Email: chanut@infinity-comms.com

Website: www.infinity-comms.com

Personnel

Managing Director Chanut Nawnarong

INTEGRATED COMMUNICATION CO LTD

465/1-467 Ayudhya Road,
Kwaeng Thungphayathai, Ratchathewi,
Bangkok 10400, Thailand
Tel: +6623543588

Fax: +6623543589

Email: waraporn@incom.co.th

Website: www.incom.co.th

Personnel

CEO & MD Waraporn Kulsawatpakdee

JC&CO PUBLIC RELATIONS (JCPR)

16/F, 163 Ocean Insurance Building,
Surawong Road, Bangrak,
Bangkok 10500, Thailand
Tel: +6626343477

Fax: +6626343598

Email: napatk@jcpr.co.th

Website: www.jcpr.co.th

Personnel

Public Relations Director

..... Napat Kanchanachai

Thailand/Vietnam

KITH & KIN COMMUNICATION AND CONSULTANT CO LTD

238/3-4 Soi Sainamthip 2,
Sukhumvit 22, Klongtoey,
Bangkok 10110, Thailand
Tel: +66 2663 3226
Fax: +66 2259 8943
Email: burin@kithandkin.com
Website: www.kithandkin.com

Personnel

Managing Director Burin Hemthath

LET'S CELEBRATE CO LTD

195/46 Soi 78 Petchakasaem Road,
Bangkae, Bangkok 10160, Thailand
Tel: +66 81 803 3757
Fax: +66 2413 0645
Email: rin@letscc.net
Website: www.letscc.net

Personnel

Project Director ... Jarinthorn Thanasinlapakul

MSL, BANGKOK

3/F Sindhorn Tower 1, 130-132 Wireless
Road, Lumpini, Patumwan, Bangkok 10330,
Thailand
Tel: +66 2684 5542
Email:

weeranuch.duangpikool@mslgroup.com

Website: www.mslgroup.com

Personnel

Business Director Weeranuch Duangpikool

MT MULTIMEDIA CO LTD

65/36 Chamnan Penjati Building 2/F, Rama 9
Road, Huaykwang, Bangkok 10310, Thailand
Tel: +66 2612 2081; Fax: +66 2248 7968
Email: yongyoot.f@mtmultimedia.com
Website: www.mtmultimedia.com

Personnel

Chief Executive Officer Yongyoot
Fuongsiripant

OGILVY

999/9 The Office at Centralworld, 14th Floor,
Rama 1 Road, Patumwan, Bangkok 10330,
Thailand
Tel: +66 2205 6600; Fax: +66 2205 6686
Email: chanwoot.luechaisit@ogilvy.com
Website: www.ogilvy.com

Personnel

General Manager Chanwoot Luechaisit

PENNER-MADISON & COMPANY LIMITED

431/361 Chalermprakiat Rama 9 Road,
Prawet, Prawet, Bangkok 10250,
Thailand
Tel: +66 81 724 1100
Email: chupit_g@penner-madison.com
Website: www.penner-madison.com

Personnel

Managing Director Chupit Chutitum

PIMPLUS PR CO LTD

84 Sukhumvit 62 Bangjak Prakanong,
Bangkok 10260, Thailand
Tel: +66 2741 5212
Fax: +66 2741 5216
Email: gem@pimplus.co.th
Website: www.pimplus.co.th

Personnel

Public Relations Director ... Pimchana Ekachai

PUBLIC RELATIONS & MEDIA CONSULTANT CO LTD

2508/780 Dindaeng Road, Dindaeng,
Bangkok 10400, Thailand
Tel: +66 2247 6533; Fax: +66 2247 7868
Email: suthi@PRMCThailand.com

Personnel

Managing Director Suthi Chatterjee

SPARK COMMUNICATIONS

11/F One Pacific Place, 140 Sukhumvit Road,
Bangkok 10330, Thailand
Tel: +66 2653 2717
Email: tom@spark.co.th
Website: www.spark.co.th

Personnel

Managing Director Tom Athey

STAR PR

11/F One Pacific Place, 140 Sukhumvit Road,
Klong Toey, Bangkok 10110, Thailand
Tel: +66 81 838 6809
Email: tom@starpr.co.th
Website: www.starpr.co.th

Personnel

Director Tom Athey



TOTAL QUALITY PR (THAILAND) CO., LTD.

3rd Floor, Rajapark Building,
163 Sukhumvit 21 Road,
Klongtoey-Nua, Wattana,
Bangkok 10110,
Thailand

Tel: +66 2260 5820

Fax: +66 2260 5847-8

Email: tqprthai@tqpr.com, tom@tqpr.com

Website: www.tqpr.com

Year Established

1995

Personnel

Managing Director .. Thomas Van Blarcom

Partner Maetavarin Maneekulpan

Financial Controller Suwimon Chaosathit

Office Manager

..... Titichayapon Angsuwattanakul

No. of Employees

20

Branches/Affiliates

TQPR (Malaysia), TQPR (Vietnam), Zagar

Communications (Myanmar), Worldcom

Public Relations Group Partner

Company Profile

• Marketing communications

• Media relations

• Strategic planning & counseling

• Corporate positioning & image

strategies

• Issues, crisis, and reputation

management

• Community relations

• Internal & employee communications

• Communication & service audits

• Media monitoring and analysis

• Communications trainings

• Digital Services

VERO (THAILAND)

Suite 402, 4/F, 50 Ton Son Building,
Soi Ton Son, Ploenchit Road, Lumpini,
Pathumwan, Bangkok 10330,
Thailand

Tel: +66 2684 1551

Fax: +66 2684 1553

Email: brian@veropr.com

Website: www.veropr.com

Personnel

Director Brian Griffin

WEBER SHANDWICK (THAILAND)

98 Sathorn Square Office Tower,
25th-26th Floor, North Sathorn Road,
Silom, Bangrak, Bangkok 10500,
Thailand

Tel: +66 2343 6000

Fax: +66 2343 6003

Email: skelly@webershandwick.com

Website: www.webershandwick.asia

Personnel

Managing Director Stuart Kelly

Vietnam

ALL RIVERS PUBLIC RELATIONS LTD (VIETNAM)

26/38/127 Hao Nam, Dong Da, Hanoi,
Vietnam

Tel: +84 913 861 068

Fax: +84 24 351 42549

Email: toan.arpr@gmail.com

Website: www.AllRiversPR.com

Personnel

Acting Director Pham Duc Toan

APCO WORLDWIDE (HANOI)

Suite 205, 8 Tran Hung Dao Street,
Hoan Kiem District, Hanoi, Vietnam
Tel: +84 24 3933 4026

Email: ty@apcoworldwide.com

Website: www.apcoworldwide.com

Personnel

Senior Director Ly Thi Van Ha

AWARENESS ID STRATEGIC PUBLIC RELATIONS

Villa 5, D5, Saigon Pearl, 92 Nguyen Huu Canh
Street, Ward 22, Binh Thanh District,
Ho Chi Minh City, Vietnam

Tel: +84 28 351 49698

Fax: +84 28 351 49699

Email: bao.nguyen@awareness.com.vn

Website: www.awareness.com.vn

Personnel

Managing Director Bao Nguyen

BETANAM COMMUNICATIONS CO LTD

Room 502, Building 72C,
Nguyen Khang Street,
Cau Giay District, Hanoi,
Vietnam

Tel: +84 24 3227 2548, +84 91 3039398

Email: nam.vu@betanam.com.vn

Website: www.betanam.com.vn

Personnel

Managing Director Vu Tu Nam

BIZ-EYES PR & COMMUNICATIONS

54-56 Hoa Dao, Ward 2, Phu Nhuan District,
Ho Chi Minh City, Vietnam
Tel: +842835173635
Fax: +842835173780
Email: contact@biz-eyes.com.vn
Website: www.biz-eyes.com.vn

Personnel

Chief Executive Officer Quy Duong

EDELMAN VIETNAM

6/F TNR Tower, 180 Nguyen Cong Tru Street,
District 1, Ho Chi Minh City, Vietnam
Tel: +842862517111
Fax: +842862520111
Email: ThienThanh.Nguyen@edelman.com

Personnel

Vietnam CEO Thien Thanh Nguyen

GALAXY COMMUNICATIONS - HANOI

Level 8, Building 1B Yet Kieu Street,
Tran Hung Dao Ward, Hoan Kiem District,
Hanoi, Vietnam
Tel: +842439746116
Fax: +842439746114
Email: lanlt@galaxy.com.vn
Website: www.galaxy.com.vn

Personnel

Client Service Director Le Thuy Lan

GALAXY COMMUNICATIONS - HO CHI MINH CITY

Level 2, VFC Tower, 29 Ton Duc Thang Street,
District 1, Ho Chi Minh City, Vietnam
Tel: +842839102007
Fax: +842839102009
Email: nhungnguyen@galaxy.com.vn
Website: www.galaxy.com.vn

Personnel

Managing Director ... Nguyen Thi Trang Nhung

MASSO JOINT STOCK COMPANY

5/F Tan Hoang Long Building,
25/68 Nguyen Binh Khiem Street,
Ben Nghe Ward, District 1, Ho Chi Minh City,
Vietnam
Tel: +842839118456
Fax: +842839118615
Email: thangnt@massogroup.com
Website: www.massogroup.com

Personnel

President Nguyen Trung Thang

MSL, HANOI

7/F Newtaco Building, 21 Lang Ha Street,
Ba Dinh District, Hanoi, Vietnam
Tel: +842439447066
Email: jeroen.fermie@mslgroup.com
Website: www.mslgroup.com

Personnel

General Manager Jeroen Fermie

MSL, HO CHI MINH CITY

170 Nguyen Van Huong Street, Thao Dien
Ward, District 2, Ho Chi Minh City, Vietnam
Tel: +842835192393
Email: jeroen.fermie@mslgroup.com
Website: www.mslgroup.com

Personnel

General Manager Jeroen Fermie

NEWDAY MEDIA JSC

9A/9 Hoang Cau Street, Dong Da District,
Hanoi, Vietnam
Tel: +84962577770
Email: thuha@newdaymedia.com.vn
Website: www.newdaymedia.com.vn

Personnel

Deputy Director Thu Ha Larkin

OGILVY

3/F BIDI Tower, 194 Tran Quang Khai Street,
Hoan Kiem District, Hanoi,
Vietnam
Tel: +842422206008
Fax: +842422206009
Email: trongduc.nguyen@ogilvy.com
Website: www.ta-ogilvy.vn

Personnel

Chief Operating Officer Nguyen Trong Duc

OGILVY

Room 1202, 12/F Centec Building,
72-74 Nguyen Thi Minh Khai, District 3,
Ho Chi Minh City, Vietnam
Tel: +842838219529
Fax: +842838219548
Email: trongduc.nguyen@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Operating Officer Nguyen Trong Duc

PIONEER COMMUNICATIONS & MARKETING CO LTD

5th Floor, 58-60 Le Van Huu Street,
Hai Ba Trung District, Hanoi,
Vietnam
Tel: +842439454398
Email: hoaianh.do@pioneer.vn
Website: www.pioneer.vn

Personnel

Chairman Do Hoai Anh

PR NEWSWIRE (VIETNAM)

8th Floor, Le Meridien Building,
3C Ton Duc Thang Street, Ben Nghe Ward,
District 1, Ho Chi Minh City,
Vietnam
Tel: +842873054492
Fax: +842862876269
Email: hks@prnasia.com
Website: www.prnasia.com

Personnel

Vice President, Asia-Pacific, Sales & Marketing Royce Shih

TEAMWORK PR

Suite 1416, Level 14,
T2 Euroland Building, Ha Dong,
Hanoi, Vietnam
Tel: +84903442100
Email: chienbinh.tran@teamworkpr.com
Website: www.teamworkpr.com

Personnel

Managing Director Tran Chien Binh

TQPR VIETNAM

Room 408, 4/F Hoa Lam Building,
2 Thi Sach Street, District 1,
Ho Chi Minh City, Vietnam
Tel: +842838220554
Email: mike@tqpr.com
Website: www.tqpr.com/vn

Personnel

General Manager Michael Phan

TRAILBLAZER AD & COMMUNICATIONS

42/23 Nguyen Dinh Khoi,
Ward 4, Tan Binh District, Ho Chi Minh City,
Vietnam
Tel: +842838115985
Fax: +842838116025
Email: trailblazer@hcm.fpt.vn
Website: www.trailblazer.com.vn

Personnel

Managing Director Le Cao Son

VERO IMC VIETNAM

Level 6, 18A Nam Quoc Cang, Ward Pham Ngu
Lao, District 1, Ho Chi Minh City, Vietnam
Tel: +842839251559
Email: clara@veropr.com
Website: www.veroimc.com

Personnel

General Director Clara Ly-Le

VIETGATE COMMUNICATIONS - HANOI OFFICE

6/F FAP Building, 87 Tran Thai Tong Street,
Cau Giay District, Hanoi, Vietnam
Tel: +842435190249
Fax: +842435190251
Email: hungnguyen@vietgate.com.vn
Website: www.vietgate.com.vn

Personnel

Managing Director Nguyen Duc Hung

VIETGATE COMMUNICATIONS - HCMC OFFICE

16 Dang Tat Street, District 1,
Ho Chi Minh City, Vietnam
Tel: +842835265325
Fax: +842862910839
Email: hiennguyen@vietgate.com.vn
Website: www.vietgate.com.vn

Personnel

Senior Account Manager Nguyen Thi Thu Hien



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Sarah Reynolds | Head of Content Lab | sarah.reynolds@haymarket.asia

Digital

REGIONAL

AFFIPERF ASIA PACIFIC

80 Robinson Road, #20-01, Singapore 068898
Tel: +65 6645 4746; Fax: +65 6645 4701
Email: florent.davachdetheze@affiperf.com
Website: www.affiperf.com

Personnel

Head of Programmatic Operations - APAC
..... Florent Davach de Theze

ANNALECT

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 687 66880; Fax: +65 6305 2631

Personnel

Chief Investment Officer Paul Shepherd

ASIAPAC NET MEDIA LIMITED

Unit 2501-02, 25/F, CEO Tower,
77 Wing Hong Street, Lai Chi Kwok, Hong Kong
Tel: +852 2771 7595; Fax: +852 2310 2610
Email: info@asiapac.com.hk
Website: www.asiapac.com.hk

Personnel

Chief Executive Officer Daniel Chan

BEYOND MEDIA GLOBAL LTD

19/F Tung Chiu Commercial Centre,
193-197 Lockhart Road, Wanchai, Hong Kong
Tel: +852 2492 2770; Fax: +852 3188 1134
Email: pchui@bmgww.com
Website: www.bmgww.com

Personnel

Chief Executive Officer Philip Chiu

BONSEY JADEN PTE LTD

Level 2, 19 Carpenter Street, Singapore 059908
Tel: +65 6339 0428; Fax: +65 6339 0418
Email: hello@bonseyjaden.com
Website: www.bonseyjaden.com

Personnel

Chief Executive Officer Daniel Posavac

CADREON

40A Orchard Road, #05-01 MacDonald
House, Singapore 238838
Tel: +65 6831 1470
Email: yeon.cheong@cadreon.com
Website: www.cadreon.com

Personnel

Head of Cadreon APAC Yeon Cheong

CHERRYPICKS

16/F-19/F, Knutsford 10, 10 Knutsford
Terrace, Tsimshatsui, Hong Kong
Tel: +852 2127 7788; Fax: +852 2127 7780
Email: jasonchiu@cherrypicks.com
Website: www.cherrypicks.com

Personnel

Chief Executive Officer Jason Chiu

DENTSU AEGIS NETWORK/ ASIA PACIFIC

1 Wallich Street, #22-01 Guoco Tower,
Singapore 078881
Tel: +65 6501 4900
Website: www.dentsuaegisnetwork.
comasiapacific

Personnel

Executive Chairman, Asia Pacific
..... Takaki Hibino

ECSELIS ASIA PACIFIC

80 Robinson Road, #20-01,
Singapore 068898
Tel: +65 6645 4700
Fax: +65 6645 4701
Email: hari.shankar@havasmg.com
Website: www.havasmedia.asia

Personnel

Managing Director, APAC Hari Shankar

EPSILON ASIA PACIFIC

Room 2601, 26/F, Hopewell Center,
183 Queen's Road East, Wanchai, Hong Kong
Tel: +852 3589 6300; Fax: +852 3101 2892
Email: apac-info@epsilon.com
Website: www.epsilon.com

Branches/Affiliates

70+ offices worldwide. APAC includes: Hong
Kong (regional headquarters), Beijing,
Melbourne, Mumbai, Shanghai, Singapore,
Sydney and Tokyo

Company Profile

Epsilon® provides unrivaled data intelligence
and technology including world-class loyalty,
email and CRM platforms. We are recognized by
Ad Age as the #1 World's Largest CRM/
Direct Marketing Network and the #1 Largest
U.S. Agency. Epsilon is an Alliance Data®
company.

EXPONENTIAL INTERACTIVE

Level 1, 95 Coventry Street,
South Melbourne, Melbourne, VIC 3205,
Australia
Tel: +61 39245 9400
Email: sales@exponential.com
Website: www.exponential.com

Personnel

Commercial Director of Asia Pacific
..... Steffen Crouwel

GROUPM CONNECT, ASIA PACIFIC

18 Cross Street, China Square Central,
#04-01, Singapore 048423
Tel: +65 297 7243
Email: david.wightman@groupm.com
Website: www.groupm.com

Personnel

Managing Director, GroupM Connect
..... David Wightman

MINDSHARE ASIA-PACIFIC

18 Cross Street, China Square Central,
#04-01 & 03, Singapore 048423
Tel: +65 6395 0800
Email: amrita.randhawa@mindshareworld.com;
ashutosh.srivastava@mindshareworld.com

Personnel

CEO Mindshare APAC and Chairperson,
Mindshare Greater China. Amrita Randhawa
Chairman & CEO, Mindshare AMEA, Russia,
and CIS Ashutosh Srivastava

MIRUM SINGAPORE

50 Scotts Road, #01-01,
Singapore 228242
Tel: +65 6591 5800
Fax: +65 6591 5811
Email: jacco.schegget@mirumagency.com
Website: www.mirumagency.com

Personnel

CEO, Southeast Asia Jacco Schegget



GREY GROUP ASIA PACIFIC

50 Scotts Road, Singapore 228242

Tel: +65 6511 7600

Fax: +65 6223 8992

Email: nirvik.singh@grey.com

Website: www.grey.com/amea

Personnel

Chairman & Chief Executive Officer,
Asia Pacific Nirvik Singh
Chief Financial Officer,
Asia Pacific Ali Belgaumi
Branches/Affiliates

Australia, Bangladesh, China, Hong Kong,
India, Indonesia, Japan, Korea, Malaysia,
New Zealand, Pakistan, Philippines,
Singapore, Sri Lanka, Thailand, Vietnam
Company Profile

Grey Group ranks among the largest
global communications companies.
Its parent company is WPP. 'Famously
Effective Since 1917', Grey Group serves
a blue chip client roster of many of the
world's best known companies. Grey
Group is represented in 96 countries,
with 432 offices operating in 154 cities.



GREY GROUP ASIA PACIFIC

50 Scotts Road, Singapore 228242

Tel: +65 6511 7600

Fax: +65 6223 8992

Email: nirvik.singh@grey.com

Website: www.grey.com/amea

Personnel

Chairman & Chief Executive Officer,
Grey Group Asia Pacific Nirvik Singh
Chief Financial Officer,
Grey Group Asia Pacific Ali Belgaumi
Branches/Affiliates

Australia, Bangladesh, China, Hong Kong,
India, Indonesia, Japan, Korea, Malaysia,
New Zealand, Pakistan, Philippines,
Singapore, Sri Lanka, Thailand, Vietnam
Company Profile

Grey is the advertising network of Grey
Group. Grey Group ranks among the
largest global communications
companies. Its parent company is WPP.
'Famously Effective Since 1917', Grey
serves a blue chip client roster of many
of the world's best known companies.
Grey won the 2015 Cannes Lions Inno-
vation and the 2015 Cannes Lions Product
Design awards. The agency was also
recognized as "2014 Global Agency of
the Year" by The Global Awards, "2014
Global Agency of the Year" by ADWEEK,
"2014 Agency of the Year" by AD AGE,
as well as by FAST COMPANY as one of
"World's 50 Most Innovative Companies.

MOBEXT ASIA PACIFIC

80 Robinson Road, #20-01, Singapore 068898
Tel: +65 6645 4700; Fax: +65 6645 4701
Email: arthur.policarpio@mobext.com
Website: www.mobext.com

Personnel

Head of APAC Arthur Policarpio

MRM//McCANN ASIA PACIFIC**Email**

nicholas.handel@mrmm-mccann.com
Website: www.mrm-mccann.com

Personnel

Regional Contact Nicholas Handel

Trade Membership

4As, Interactive Advertising Bureau (IAB) US,
DMA (Direct Marketing Association), Search
Engine Marketing Professional Organization
(SEMPO)

Company Profile

MRM//McCann, named Ad Age's 2018
Business-to-Business Agency of the Year, is
a leading customer relationship agency that
helps brands grow meaningful relationships
with people. The agency leverages the power
of creativity, the beauty of data and the
magic of technology to nurture, encourage
and sustain strong relationships between
brands and their customers – in turn, creating
meaningful experiences for people, while
driving business results. MRM//McCann is
part of the Interpublic Group (NYSE: IPG) and
a lead agency in the McCann Worldgroup
network, with 40-plus offices across North
America, Latin America, Europe, the Middle
East and Asia Pacific.

OGILVY ASIA PACIFIC

23/F, The Center, 99 Queen's Road Central,
Hong Kong
Tel: +852 2568 0161; Fax: +852 2535 6940
Email: kentandchris@ogilvy.com
Website: www.ogilvy.com

Personnel

Co-CEOs ... Kent Wertime & Chris Reitermann

OMG PROGRAMMATIC

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 687 66880
Fax: +65 6305 2631

Personnel

Chief Investment Officer Paul Shepherd

R/GA SINGAPORE

40A Orchard Road, #05-01 The MacDonald
House, Singapore 238838
Tel: +65 6737 7472
Email: dorothea.peng@rga.com
Website: www.rga.com

Personnel

Managing Director Dorothy Peng

RED ANT ASIA LIMITED

Unit L, 24/F, Centre Hollywood,
151 Hollywood Road, Sheung Wan, Hong Kong
Tel: +852 3105 0185

Email: teamfareast@redant.com

Website: asia.redant.com

Personnel

CEO & Founder Dan Mortimer

REPRISE

40A Orchard Road, #05-01 MacDonald
House, Singapore 238838
Tel: +65 6500 8388
Fax: +65 6734 9842
Email: ben.poole@repsidedigital.com
Website: www.reprisemedia.com

Personnel

Managing Director Ben Poole

RESOLUTION MEDIA

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 687 66880
Fax: +65 6305 2631

Personnel

Chief Investment Officer Paul Shepherd

TRIBAL WORLDWIDE ASIA

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 6671 4488; Fax: +65 6671 4440
Email: jeff.cheong@sg.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

President of Tribal Worldwide Asia &
Head of Tribal Worldwide Singapore
..... Jeff Cheong

TRIBAL WORLDWIDE AUSTRALIA

46-52 Mountain St., Ultimo NSW 2007,
Australia
Tel: +61 2 8260 2222; Fax: +61 2 8260 2444
Email: marty.ohalloran@anz.ddb.com
Website: www.tribalworldwide.com

Personnel

Chairman & CEO, DDB Group
Australia & New Zealand Marty O'Halloran

RFI**RFI ASIA**

RFI Hong Kong

Unit B&C 12/F Casey Aberdeen House,
38 Heung Yip Road,
Wong Chuk Hang, Hong Kong

Tel: + 852 2237 1661

Email: DavidKo@RFI.asia

Website: www.rfi.asia

Year Established

2014

Personnel

Executive Vice President, Regional
Director of Asia and Managing Director,
Greater China Elan Shou
Senior Vice President, Asia David Ko
Group Director Max Wang

No. of Employees

20

Branches/Affiliates

RFI Hong Kong, Ruder Finn Bangalore,
Ruder Finn Beijing, Ruder Finn New Delhi,
Ruder Finn Guangzhou, Ruder Finn Hong
Kong, Ruder Finn Malaysia, Ruder Finn
Mumbai, Ruder Finn Shanghai, Ruder
Finn Singapore, RF Thunder Beijing, RF
Thunder Guangzhou, RF Thunder Hong
Kong, RF Thunder Shanghai

Company Profile

RFI Asia is a digital consultancy and
integrated marketing agency comprising
a cutting-edge team of digital strategists,
creatives, scientists and technologists,
brought together by a passion to change
minds and influence behavior.

Full-service digital arm of Ruder Finn Asia,
we believe in bold visions and results-
oriented digital strategy that enable our
highly specialized teams covering content
strategy and development, multimedia
production, web and app development,
immersive storytelling, and advanced
analytics.

With a reputation for anchoring creativity
designed with user in mind, our solutions
are simple and elegant and built to scale
with execution based on real-time metrics
that equip brands for optimal consumer
engagement and business success.

Pardon our ideas.

BRAND CONSULTING • DIGITAL STRATEGY • CONTENT MARKETING • RESEARCH & ANALYTICS

RFI

https://www.rfi.asia/

22FEET TRIBAL WORLDWIDE INDIA - MUMBAI

Mudra House, Opp. Grand Hyatt,
Santacruz East, Mumbai 400 055,
India
Tel: +91 2262950808
Fax: +91 2233080304
Email: deepak@22feettribalworldwide.com
Website: www.22feettribalworldwide.com

Personnel

Chief Executive Officer,
22feet Tribal Worldwide..... Deepak Nair

22FEET TRIBAL WORLDWIDE INDIA - BENGALURU

Golf View Homes,
24 Wind Tunnel Road,
Off HAL Airport Road,
Murugeshpalya,
Bengaluru 560017,
India
Tel: +91 8067183700
Email: deepak@22feettribalworldwide.com
Website: www.22feettribalworldwide.com

Personnel

Chief Executive Officer,
22feet Tribal Worldwide..... Deepak Nair

DDB REMEDY AUSTRALIA

46-52 Mountain Street,
Ultimo NSW 2007,
Australia
Tel: +612 8260 2222
Fax: +612 8260 2444
Email: marty.ohalloran@anz.ddb.com
Website: www.ddb.com.au

Personnel

Chairman & CEO, DDB Group
Australia & New Zealand..... Marty O'Halloran

TRACK ASIA

Level 10 Pico Creative Centre,
20 Kallang Avenue,
Singapore 339411
Tel: +65 6671 4488
Fax: +65 6671 4443
Email: melvin.kuek@trackasia.sg
Website: www.trackasia.sg

Personnel

Managing Director Melvin Kuek

TRACK DDB INDIA

Mudra House, Opp. Grand Hyatt,
Santacruz East, Mumbai 400 055,
India
Tel: +91 2262950808
Fax: +91 2233080304
Email: rajiv.sabnis@ddbtrackgroup.com
Website: www.ddbtrackgroup.com

Personnel

Executive Director,
DDB Mudra Group Rajiv Sabnis

TRACK PACIFIC

46-52 Mountain Street,
Ultimo NSW 2007, Australia
Tel: +612 8260 2222
Fax: +612 8260 2444
Email: marty.ohalloran@anz.ddb.com
Website: www.track.au.com

Personnel

Chairman & CEO, DDB Group Australia &
New Zealand Marty O'Halloran



WUNDERMAN REGIONAL HQ

50 Scotts Road, Level 3, Singapore 228242
Tel: +65 6671 3131
Fax: +65 6671 3155
Email: Caspar.Schlickum@wunderman.com

Krishnan.Menon@wunderman.com

Nimesh.Desai@wunderman.com

Website: www.wunderman.com

Personnel

Chief Executive Officer,

Asia Pacific..... Caspar Schlickum

Chief Operating Officer, Asia Pacific

..... Krishnan Menon

Chief Operating Officer, Southeast Asia

..... Nimesh Desai

Branches/Affiliates

Australia, Indonesia, Bangladesh, China,

Hong Kong, Malaysia, India, Japan, Korea,

New Zealand, Philippines, Singapore,

Taiwan, Thailand and Vietnam

Company Profile

Wunderman is Creatively Driven. Data
Inspired. A leading global digital agency,
Wunderman combines creativity and data
into work that inspires people to take
action and delivers results for brands.

In 2015, industry analysts named
Wunderman a leader in marketing
database operations as well as a strong
performer in customer engagement
strategy. Headquartered in New York,
the agency brings together 7,000
creative, data scientists, strategists and
technologists in 175 offices in 60 markets.
Wunderman is a WPP company
(NASDAQ: WPPGY). Find out more at
www.wunderman.com and @Wunderman.

AUSTRALIA

ACIDGREEN

107 Alexander Street, Crows Nest,
NSW 2065, Australia
Tel: +61 2 8484 0404
Email: mike.larcher@acidgreen.com.au
Website: www.acidgreen.com.au

Personnel

Owner/CEO Mike Larcher

ADMINISTRY

PO Box 792, Avalon, NSW 2107,
Australia
Tel: +61 41 997 4953
Email: geoff@administry.com.au
Website: www.administry.com.au

Personnel

Managing Director Geoff Belshaw

AFFIPERF AUSTRALIA

155 Clarence Street, Sydney, NSW 2000,
Australia
Tel: +61 2 8248 5000
Email: ben.grace@havasmedia.com
Website: www.havasmedia.asia

Personnel

Chief Technology Officer Ben Grace

ANSIBLE AUSTRALIA

Level 2, 11 Buckingham St, Surry Hills,
Sydney, NSW 2010, Australia
Tel: +61 2 8373 2200; Fax: +61 2 9994 4016
Email: ross.raeburn@ansibleww.com
Website: www.ansibleww.com.au

Personnel

Chief Executive Officer..... Ross Raeburn

APD SYDNEY

G/F, 33-35 Saunders Street, Pyrmont,
Sydney, NSW 2009, Australia
Tel: +61 2 8569 0000; Fax: +61 2 8569 0001
Email: splayer@apdgroup.com
Website: www.apdgroup.com

Personnel

Country Leader, Australia Scott Player

ATLAS AGENCY

S6, Level One, 360 Pacific Highway,
Crows Nest, NSW 2065, Australia
Tel: +61 2 9431 3000
Email: chris@atlasagency.com.au
Website: www.atlasagency.com.au

Personnel

Chief Executive Officer..... Christopher Harris

BENCH

Level 10, 201 Pacific Highway, St Leonards,
Sydney, NSW 2065, Australia
Tel: +61 2 8412 3600
Email: info@benchplatform.com
Website: www.benchplatform.com

Personnel

Director of Operations Shai Luft

CADREON AUSTRALIA

100 Chalmers Street, Surry Hills, Sydney,
NSW 2011, Australia
Tel: +61 2 8373 2200; Fax: +61 2 9994 4016
Email: darren.stein@cadreon.com
Website: http://cadreon.com.au

Personnel

Chief Executive Officer..... Darren Stein

CBS INTERACTIVE

Level 10, 201 Elizabeth St, Sydney,
NSW 2000, Australia
Tel: +61 2 8514 9999
Fax: +61 2 8514 9950
Email: ben.kennedy@cbsinteractive.com
Website: www.cbsinteractive.com

Personnel

Director, Financial Planning Analysis
..... Ben Kennedy

CHILLI DESIGN

2 / 1 Innovation Parkway, Kawana Business
Village, QLD 4575, Australia
Tel: +61 7 5437 7788
Email: info@chilligroup.com.au
Website: www.chilligroup.com.au

Personnel

Director Darren Blake

COLLINSO

62 Alexander Street, Crows Nest, NSW 2065,
Australia
Tel: +61 2 9463 3300
Email: sydney@icployalty.com
Website: www.collinsongroup.com

Personnel

Country Manager Simon Morgan

COLUMBUS

20 Windmill Street, Walsh Bay,
NSW 2000, Australia
Tel: +61 2 8094 7522
Fax: +61 2 8094 7421
Email: rebecca.tos@aemedia.com
Website: www.aegismedia.com.au
Personnel
Chief Executive Officer, Columbus
..... Rebecca Tos

DIGITAL ALCHEMY

Level 7, 131 York Street,
Sydney, NSW 2000, Australia
Tel: +61 2 8262 8000
Fax: +61 2 8262 8000
Email: info@digitalalchemy.global
Website: www.digitalalchemy.global
Personnel
Assistant Marketing Manager
..... Nataliya Poltavets

DIGITAL ARTS NETWORK (DAN) MELBOURNE

288 Coventry Street, South Melbourne,
VIC 3205, Australia
Tel: +61 3 9690 8555
Email: kimberlee.wells@whybintbwa.com.au
Website: www.digitalartsnetwork.com
Personnel
Chief Executive Officer..... Kimberlee Wells

DIGITAL ARTS NETWORK (DAN) SYDNEY

Level 3, 137 Pyrmont Street,
Pyrmont, Sydney, NSW 2009,
Australia
Tel: +61 2 8584 5500
Email: liz.harper@digitalartsnetwork.com
Website: www.digitalartsnetwork.com
Personnel
Managing Director Liz Harper

DIGITAS AUSTRALIA (MELBOURNE)

Level 6, 28 Freshwater Place,
Southbank, Melbourne, VIC 3006,
Australia
Tel: +61 2 9258 9000
Email: Adrian.farouk@digitas.com
Website: www.digitas.com
Personnel
Managing Director Adrian Farouk

DIGITAS AUSTRALIA (SYDNEY)

Bond Store 3, 30 Windmill Street,
Walsh Bay, Sydney, NSW 2000,
Australia
Tel: +61 2 9258 9000
Email: Adrian.farouk@digitas.com
Website: www.digitas.com
Personnel
Managing Director Adrian Farouk

ECSELIS AUSTRALIA

155 Clarence Street,
Sydney, NSW 2000,
Australia
Tel: +61 2 8248 5000
Email: ben.grace@havasmedia.com
Website: www.havasmedia.asia
Personnel
Chief Technology Officer..... Ben Grace

EPSILON

Sydney
Level 36, 1 Macquarie Place, Sydney,
NSW 2000
Tel: +61 2 8051 3143
Melbourne
Suite 204a, Level 2, 480 Collins Street,
Melbourne, VIC 3000

EXPONENTIAL INTERACTIVE

Level 1, 95 Coventry Street,
South Melbourne,
Melbourne, VIC 3205,
Australia
Tel: +61 3 9245 9400
Email: sales@exponential.com
Website: www.exponential.com
Personnel
Commercial Director of Asia Pacific
..... Steffen Crouvel

GREY GROUP AUSTRALIA

Sydney
14 Argyle Place,
Millers Point, NSW 2000,
Australia

Melbourne
Level 2, 16 Palmer Parade,
Cremorne, Victoria, 3121,
Australia
Tel: +61 2 8417 7100 (SYD)
+61 3 9644 0010 (MEL)
Email: lee.simpson@whitegrey.com.au
Website: www.whitegrey.com.au
Personnel
Chief Operating Officer,
whiteGrey Australia..... Lee Simpson
Finance Director Lakun Agrawal

GREY MELBOURNE

Level 25, Freshwater Place,
2 Southbank Boulevard,
Melbourne 3006,
Australia
Tel: +61 3 9644 0010
Email: claudia.mcinerney@whitegrey.com.au
Website: www.whitegrey.com.au
Personnel
Managing Director, whiteGrey Melbourne
..... Claudia McInerney

GREY SYDNEY

14 Argyle Place,
Millers Point, NSW 2000,
Australia
Tel: +61 2 8417 7100 (SYD)
Email: lee.simpson@whitegrey.com.au
Website: www.whitegrey.com.au
Personnel
Managing Director, Grey Sydney
..... Lee Simpson

GROUPM AUSTRALIA

Level 11, 65 Berry Street,
North Sydney, NSW 2060,
Australia
Tel: +61 2 8913 1095
Email: john.miskelly@groupm.com
Website: www.groupm.com
Personnel
Head of Digital, GroupM Trading
..... John Miskelly

GRUDEN

Level 10, 220 George Street, Sydney,
NSW 2000, Australia
Tel: +61 2 8256 5300
Email: info@thegrudengroup.com
Website: www.thegrudengroup.com
Personnel
Chief Executive Officer..... Tim Parker

HEATHWALLACE AUSTRALIA PTY LTD

Level 3, 114 Flinders Street, Melbourne,
VIC 3000, Australia
Tel: +61 3 9208 1858
Email: fiona.meighan@heathwallace.com
Website: www.heathwallace.com
Personnel
Managing Director Fiona Meighan

IMPRESSIVE DIGITAL AGENCY

534 Church St, Richmond, Melbourne,
VIC 3121, Australia
Tel: +61 1300 19 1943
Website: impressive.com.au
Personnel
Managing Director Robert Tadors

IProspect AUSTRALIA

20 Windmill Street, Walsh Bay, NSW 2000,
Australia
Tel: +61 2 8094 7711; Fax: +61 2 8094 7255
Email: chris.richardson@iprospect.com
Website: www.iprospect.com/en/au
Personnel
General Manager, iProspect Sydney
..... Chris Richardson

ISOBAR AUSTRALIA

Level 4, 111 Cecil Street, South Melbourne,
VIC 3205, Australia
Tel: +61 3 9693 8333
Email: melbourne.au@isobar.com
Website: www.isobar.com/au
Personnel
Managing Director, Isobar Australia
..... Erik Hallander

LIVING DATA

S6, Level One, 360 Pacific Highway,
Crows Nest, NSW, Australia
Tel: +61 2 9431 3000
Email: info@livingdataagency.com.au
Website: livingdataagency.com.au
Personnel
Chief Executive Officer..... Christopher Harris

MINDSHARE AUSTRALIA - MELBOURNE

Level 7, 5 Queen's Road, Melbourne,
VIC 3004, Australia
Tel: +61 3 9916 5300; Fax: +61 3 9916 5301
Email: katie.rigg-smith@mindshareworld.com
Personnel
CEO Australasia..... Katie Rigg-Smith

MINDSHARE AUSTRALIA - SYDNEY

Level 13, 65 Berry Street, North Sydney,
NSW 2060, Australia
Tel: +61 2 9287 8400; Fax: +61 2 9287 8433
Email: katie.rigg-smith@mindshareworld.com
Personnel
CEO Australasia..... Katie Rigg-Smith

MOBEXT AUSTRALIA

155 Clarence Street, Sydney, NSW 2000, Australia
Tel: +61 2 8248 5000
Email: ben.grace@havasmedia.com
Website: www.havasmedia.asia

Personnel

Chief Technology Officer Ben Grace

MRM//McCANN

Royal Naval House, 32 Grosvenor Street, The Rocks, Sydney, NSW 2000, Australia
Tel: +61 2 9994 4000
Fax: +61 2 9994 4010
Email: nicole.taylor@mccannwg.com
Website: www.mrm-mccann.com

Personnel

CEO, McCann Australia Nicole Taylor

OGILVY MELBOURNE

Level 12 Royal Domain Centre, 380 St Kilda Road, Melbourne, VIC 3004, Australia
Tel: +61 3 9690 1477
Email: melbourne@ogilvy.com.au
Website: www.ogilvy.com.au

Personnel

Chief Executive Officer, Australia David Fox

OGILVY SYDNEY

The BOND, Level 5, 30 Hickson Road, Millers Point, Sydney, NSW 2000, Australia
Tel: +61 2 937 36333
Email: sydney@ogilvy.com.au
Website: www.ogilvy.com.au

Personnel

Chief Executive Officer, Australia David Fox

PENSO

45A Keele Street, Collingwood, Melbourne, VIC 3066, Australia
Tel: +61 412 226 224
Email: info@pensoagency.com
Website: pensoagency.com

Personnel

Founder and CEO Constantine Frantzeskos

PERFORMICS, AUSTRALIA

Bond Store 3, 30 Windmill Street, Walsh Bay, Sydney, NSW 2000, Australia
Tel: +61 2 8059 1200; Fax: +61 2 9258 9001

Personnel

CEO of Performics, Australia & New Zealand Jason Tonelli

REPRISE AUSTRALIA - BRISBANE

Level 1, 50 James St, Fortitude Valley, Brisbane, QLD 4006, Australia
Tel: +61 7 3105 3000
Fax: +61 7 3105 3110

Email: grace.liu@repsidedigital.com
Website: www.repsidedigital.com

Personnel

Chief Executive Officer Grace Liu

REPRISE AUSTRALIA - MELBOURNE

Level 9, 15 William Street, Melbourne, VIC 3000, Australia
Tel: +61 3 9993 9641
Email: grace.liu@repsidedigital.com
Website: www.repsidedigital.com

Personnel

Chief Executive Officer Grace Liu

REPRISE AUSTRALIA - SYDNEY

Sydney 100 Chalmers Street, Surry Hills, NSW 2010, Australia
Tel: +61 2 9994 4000; Fax: +61 2 8586 2080
Email: grace.liu@repsidedigital.com
Website: www.repsidedigital.com

Personnel

Chief Executive Officer Grace Liu

SCORCH

Level 3 655 Collins Street, Docklands, VIC 3008, Australia
Tel: +61 3 9993 7199
Email: Terence.hooi@scorch.com.au
Website: www.scorch.com.au

Personnel

Chief Executive Officer Terence Hooi

SEARCH FACTORY IPROSPECT

Gasworks Plaza, Level 2, Lobby 2, 76 Skyring Terrace, Newstead, QLD 4006, Australia
Tel: +61 7 3119 2400
Email: terence.hooi@iprospect.com
Website: www.iprospect.com

Personnel

Chief Executive Officer Terence Hooi

SOCIALYSE AUSTRALIA

155 Clarence Street, Sydney, NSW 2000, Australia
Tel: +61 2 8248 5000
Email: ben.grace@havasmedia.com
Website: www.havasmedia.asia

Personnel

Chief Technology Officer Ben Grace

TRIBAL WORLDWIDE SYDNEY

46-52 Mountain St., Ultimo NSW 2007, Australia
Tel: +61 2 8260 2828; Fax: +61 2 8260 2444
Email: jayde.smith@syd.ddb.com
Website: www.tribalworldwide.com

Personnel

Head of Digital Jayde Smith

TRACK SYDNEY

46-52 Mountain St., Ultimo NSW 2007, Australia
Tel: +61 2 8260 2222; Fax: +61 2 8260 2777
Email: robert.limb@tracknz.com
Website: www.track-au.com

Personnel

CEO, TRACK Australia/New Zealand Robert Limb

TRIBAL WORLDWIDE MELBOURNE

7 Electric Street, Cremorne, VIC 3121, Australia
Tel: +61 3 9254 3555
Email: matthew.oxley@au.tribalworldwide.com
Website: http://tribalmelbourne.com.au

Personnel

Managing Director Matt Oxley

TRACK MELBOURNE

7 Electric Street, Cremorne, VIC 3121, Australia
Tel: +61 3 9429 4766
Email: tess.doughty@track-au.com
Website: www.track-au.com

Personnel

Managing Director Tess Doughty

VIRTUAL GUEST

30 Fielder Street, Perth, WA 6004, Australia
Tel: +61 4 3337 0258
Email: brandon@virtualguest360.com
Website: virtualguest360.com

Personnel

Founder & CEO Brandon D'Silva

WATTS DESIGN

Level 2, 66 Albert Road, South Melbourne, VIC 3205, Australia
Tel: +61 3 9696 4116
Email: info@wattsdesign.com.au
Website: www.wattsdesign.com.au

Personnel

Creative Director Helen Watts

WEBMATIC

119 Willoughby Road, Crows Nest, NSW 2065, Australia
Tel: +61 1300 592 442
Email: hello@webmatic.com.au
Website: webmatic.com.au

Personnel

Managing Director Louise Smith

WISPA GROUP PTY LTD

Suite 306 Angela House, 30-36 Bay Street, Double Bay, Sydney, NSW 2028, Australia
Tel: +61 2 9328 3487
Email: jeff@wispa.com.au
Website: www.wispa.com.au

Personnel

Director Jeff Falkoff

WOLF INTERACTIVE PTY LTD

131 Buckhurst Street, South Melbourne, VIC 3205, Australia
Tel: +61 3 9682 8008
Email: contact@wolfinteractive.co
Website: www.wolfinteractive.co

Personnel

Director Stuart Gonsal

WUNDERMAN-BIENALTO

Melbourne
Level 3, 162 Collins Street, Melbourne, VIC 3000, Australia
Tel: +61 3 8643 1600
Email: Hurol.Inan@wunderman.com
Website: www.wunderman.com.au

Personnel

Chief Executive Officer Hurol Inan

Sydney

Level 6, 35 Clarence Street, Sydney NSW 2000, Australia
Tel: +61 2 9776 1700
Email: Hurol.Inan@wunderman.com
Website: www.wunderman.com.au

Personnel

Chief Executive Officer Hurol Inan

ZENITH DIGITAL, AUSTRALIA - SYDNEY

Bond Store 3, 30 Windmill Street, Walsh Bay, Sydney, NSW 2000, Australia
Tel: +61 2 8059 1200; Fax: +61 2 9258 9001
Email: mark.johnson@zenithmedia.com

Personnel

Head of Digital Mark Johnson

BANGLADESH

COOKIE JAR LTD

House# 59, 4th Floor, Road# 1,
Block# 1, Banani, Dhaka 1213,
Bangladesh
Tel: +880 2987 2364
Email: service@cookiejarbd.com
Website: www.cookiejarbd.com
Personnel
Managing Director/Ikram Mayeen Chowdhury

GRAPHICPEOPLE

House# 76/A, 3rd Floor,
Road# 11 Banani, Dhaka 1213,
Bangladesh
Tel: +880 2933 3303
Fax: +880 2987 0222
Email: imtiaz@graphicpeople.biz
Personnel
Managing Director Imtiaz Ilahi

GREY GROUP BANGLADESH

House 6 (5th Floor), Road 137,
Block SE (D), Gulshan 1, Dhaka 1212,
Bangladesh
Tel: +8802 5504 4825
Fax: +8802 5504 4833
Email: gousul.shawn@grey.com
Website: www.grey.com/bangladesh
Personnel
Chief Executive Officer
..... Syed Gousul Alam Shawn

GREY DHAKA

House 6 (5th Floor), Road 137, Block SE (D),
Gulshan 1, Dhaka 1212, Bangladesh
Tel: +8802 5504 4825
Fax: +8802 5504 4833
Email: gousul.shawn@grey.com
Website: www.grey.com/bangladesh
Personnel
Chief Executive Officer Ketan Desai

HYPE DHAKA

House 483, Avenue 6, Road 7 (New),
Mirpur DOHS, Dhaka 1216,
Bangladesh
Tel: +8801971083058
Email: hello@hypedhaka.com
Personnel
Managing Director Junayed Mustafa

MELONADES

Plot # 8/A Road - 143, Gulshan-I,
Dhaka 1212, Bangladesh
Tel: +880 1917707700
Email: adlil@topofmindbd.com
Website: www.melonades.com
Personnel
Chief Executive Officer Ziauddin Adil

MINDSHARE BANGLADESH

Millennium Castle House 47,
Road 27, Block-A, Banani,
Dhaka 1213, Bangladesh
Tel: +880 25503 3812, 5503 5525
Fax: +880 25503 3817
Email: morshed@mindshare-bd.com
Personnel
Managing Director, Mindshare Bangladesh
..... Morshed Alam

OGILVY BANGLADESH

2 Bir Uttam A.K., Khandakar Road, 5/F,
Mohakhali C/A, Dhaka 1212, Bangladesh
Tel: +880 2985 8336
Email: fahima.choudhury@ogilvy.com
Website: www.ogilvy.com
Personnel
Director Fahima Choudhury

WEBPERS

H-12, Road 2/B, Sector 05, Uttara,
Dhaka 1230, Bangladesh
Tel: +880 1755602828
Email: info@webpers.com
Website: www.webpers.com
Personnel
Chief Executive Officer Mosharrar Hossain

WUNDERMAN PRODUCTION

Plot 76/A, 3rd Floor, Road 11, Banai,
Dhaka 1213, Bangladesh
Tel: +8802 881 6707
Email: imtiaz.ilahi@wunderman.com
Website: www.wundermanproduction.com
Personnel
Managing Director Imtiaz Ilahi

CAMBODIA

ENDORPHINE CONCEPT DIGITAL SOLUTIONS CO. LTD. (CAMBODIA)

#115B Street 173, Sangkat Tumrup Tuk,
Khan Chamkarmorn, Phnom Penh 12306,
Cambodia
Tel: +855 899 26844
Email: adrienne.endorphine@gmail.com
Website: www.endorphine-concept.com
Personnel
General Manager Adrienne Ravez

CHINA

ADMMASTER

3/F, Zone C, Dongsheng Technology Park
Building B-2, 66 Xixiaokou Road,
Haidian District, Beijing 100192, China
Tel: +86 1085899584; Fax: +86 1085899564
Email: marketing@admaster.com.cn
Website: www.admaster.com.cn/en/
Personnel
Chief Marketing Officer Phoebe Lam

AEXELE

Suite 901, 841 Yan'an Middle Road,
Jing'an District, Shanghai, China
Tel: +86 185 1600 0303
Email: garyshih@aexele.com
Website: www.aexele.com/en/
Personnel
Founder/Managing Director Gary Shih

AFFIPERF CHINA

Room 80111, 8/F Novel Building, 887 Huaihai
Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8666
Email: fairy.su@affiperf.com
Website: www.affiperf.com
Personnel
Head of Affiperf, China Fairy Su

AKQA SHANGHAI

Room 3rd Floor, Building 11, 207 Meng Zi
Road, Shanghai 200023, China
Tel: +86 21 2312 2572
Fax: +86 21 6369 2573
Email: david.buckley@akqa.com
Website: www.akqa.com
Personnel
Managing Director David Buckley

ALLYES

21/F, Cloud Nine Plaza, 1018 Changning Rd,
Changning District, Shanghai 200042, China
Tel: +86 21 6263 0719; Fax: +86 21 3372 9066
Email: marketing@allyes.com
Website: www.allyes.com
Personnel
Chief Executive Officer Wilson Yao

ALTIMA°

Room 301, Building 6, 555 Haifang Road
(Tonglefang), Jing'an District, China
Tel: +86 21 6075 8720
Email: shanghai@altima-agency.cn
Website: www.altima-agency.cn
Personnel
China Group Lead Arnaud Rofidal

AMBER CHINA (BEIJING OFFICE)

15/F, Building A, Zhonghui Square,
No. 11 Dongzhimen South Road,
Dongcheng District, Beijing 100007, China
Tel: +86 10 5978 6067
Website: www.ambercn.com
Personnel
Founder/CEO Amber Liu

AMBER CHINA (SHANGHAI OFFICE)

7F, Building A, Orient International Yuanzhong
Tower, 2900 North Zhongshan Road,
Putuo District, Shanghai 200063, China
Tel: +86 21 8026 5000; Fax: +86 21 8026 5100
Website: www.ambercn.com;
www.ambercn.com
Personnel
Founder/CEO Amber Liu

AMNET CHINA

11/F, 5 Corporate Avenue, 150 Hubin Road,
Shanghai 200021, China
Tel: +86 21 3335 1388; Fax: +86 21 3335 2114
Email: Amnet.China@amnetgroup.com
Website: www.amnetgroup.com
Personnel
Managing Director Lawrence Wan

ARKR GROUP (SHANGHAI OFFICE)

11-12F, Building A, Orient International
Yuanzhong Building, 2900 North Zhongshan
Road, Putuo District, Shanghai 200063, China
Tel: +86 21 8026 5200
Personnel
Chief Executive Officer Aaron Zhang

ASIA WEB MARKETING

2/F, Block 7, Bridge 8, 550 Ju Men Road,
Shanghai 200023, China
Tel: +86 1390 168 1936
Email: sales@online-marketing.com.cn
Website: www.online-marketing.com.cn
Personnel
Marketing Director Robbie Ho

BLUEFOCUS DIGITAL, BEIJING

Building C9-C, Universal Creative Park,
9 Jiuxianqiao North Road, Chaoyang District,
Beijing 100015, China
Tel: +86 105647 8688; Fax: +86 105647 8689
Email: bfg@bluefocus.com
Website: www.bluefocus.com
Personnel
Chief Executive Office, Bluefocus China
..... Bin Luo

C3 INTERACTIVE (SHANGHAI) LTD

Suite 801, 8/F Chuangzhan Building,
928 Xikang Road, Shanghai 200040, China
Tel: +86 21 6139 4378
Fax: +86 21 6380 6554
Email: owen.sim@c3-interactive.com
Website: www.C3-interactive.com
Personnel
Managing Director Owen Sim

CADREON CHINA

15/F Huaihai Plaza,
1045 Huaihai Zhong Road,
Shanghai 200031, China
Tel: +86 21 2411 2288
Email: Jonathan.Beh@cadreon.com
Website: www.cadreon.com
Personnel
Head of Cadreon Jonathan Beh

COLLINSON

Suite 2002 Li Tong Plaza,
1350 North Sichuan Road,
Shanghai 200080, China
Tel: +86 21 2606 4278
Email: shanghai@iclpolyalty.com
Website: www.collinsongroup.com
Personnel
Country Manager Vivien Deng

D.A. CONSORTIUM BEIJING CO., LTD.

LD01-0-502, Building 5,
Liangmaqiao Diplomatic Office Building,
19 Dongfang East Road, Chaoyang District,
Beijing 100028, China
Tel: +86 10 8599 9260
Fax: +86 10 8599 9259

DIGITAL ARTS NETWORK (DAN) SHANGHAI

343 Jiaozhou Road, Shanghai 200040,
China
Tel: +86 21 3353 1023
Fax: +86 21 3353 1026
Email: charles.voon@digitalartsnetwork.com
Website: www.digitalartsnetwork.com
Personnel
General Manager Charles Voon

DIGITAL JUNGLE LIMITED

Room 401, Block A, Tianshuiyuan Business
Center, No.2, Tianshuiyuan East Street,
Jintai Road, Chaoyang District,
Beijing 100026, China
Tel: +86 10 6561 5818
Fax: +86 10 6561 1690
Email: matt@digitaljungle.agency
Website: www.digitaljungle.agency
Personnel
Chief Executive Officer... Matthew McDougall

DIGITAL REBELS

15/F, Tower 2, Plaza 66, 1266 West Nanjing
Road, Shanghai 200040, China
Tel: +86 187 2150 5178
Email: vj@thecreative rebel.com
Website: www.digitalrebels.agency
Personnel
Founder/CEO Vijay Selvaraj

DIGITAS

5/F, Building A, 98 Yanping Road, Shanghai
China 200042
Tel: +86 21 2208 3888
Email: sharon.ho@publicis_sapient.com
Website: www.nurun.com
www.publicis.china.com

Personnel
Managing Director Sharon Ho

DT DIGITAL

Member of Blue Focus Communication Group
(Public Company, SZSE: 300058), Tower C9,
Universal Creative Park, 9 Jiuxianqiao North
Road, Chaoyang District, Beijing 100015, China
Email: cs.bj@dt.digitalasia.com
Website: www.dtdigitalasia.com
Personnel
International Director Jessica Hefes

DT DIGITAL (GUANGZHOU)

(Member of Bluefocus Communication
Group (Public Company, SZSE: 300058),
18 & 1902/F, Bank of Guangzhou Square,
30 East Zhujiang Road, Zhujiang New Town,
Guangzhou 510627, China
Email: cs.gz@dt.digitalasia.com
Website: www.dtdigitalasia.cn

DT DIGITAL (SHANGHAI)

(Member of Bluefocus Communication Group
(Public Company, SZSE: 300058),
2/F, Building A, 388 Guozhan Road,
Pudong, Shanghai, China
Email: cs.sh@dt.digitalasia.com
Website: www.dtdigitalasia.cn

DT DIGITAL (SHENZHEN)

(Member of Bluefocus Communication Group
(Public Company, SZSE: 300058),
14A, Haiyi Tower, Sceneway Palace,
10 Kexing Road, Science & Technology Park,
Nanshan, Shenzhen, China
Email: cs.sz@dt.digitalasia.com
Website: www.dtdigitalasia.cn

ECSELIS CHINA

Room 8011, 8/F Novel Building, 887 Huaihai
Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8666
Email: wenya.li@ecselis.com
Website: www.ecselis.com
Personnel
Head of Ecseles, China Wenya Li

EMERGING COMMUNICATIONS

A Building 501, Doho Creative Park,
2452 Wanhangu Road,
Changning District, China
Tel: +86 131 2764 2257
Email: info@emergingcomms.com
Website: www.emergingcomms.com
Personnel
Chief Executive Officer..... Domenica Di Lieto

EPSILON SHANGHAI

Suites 1930, Office Tower 2, Raffles City
Changning, No. 1189 Changning Road,
Shanghai 200051, China
Tel: +86 400 880 8736

EV-DIGITAL

Room 614, lingshi Road No 721,
Zhabei District, Shanghai, China
Tel: +86 21 3656 8201
Email: joyce@ev-digital.com
Website: www.ev-digital.com
Personnel
Sales Director Joyce Jiang

EVERMOTION INTERACTIVE CO LTD

No.6 West Ring Road Middle, BDA,
Beijing 100176, China
Tel: +86 10 5979 8032
Email: sunguangyu@jiuqi.com.cn
Website: www.evermotion.cn
Personnel
Founder & CEO Tony Shen

GREY GROUP GREATER CHINA

30/F & 31/F, @Convoy, 169 Electric Road,
North Point, Hong Kong
Tel: +852 2510 6888; Fax: +852 2510 7541
Email: adam.oconor@grey.com
desmond.chan@grey.com
Website: www.grey.com/china
Personnel
Global Executive Director TH Peng
Executive Vice-President &
Chief Growth Officer Desmond Chan

GREY SHANGHAI

3/F, Block 3, The Bridge 8 Phase III,
550 Jumen Road, Shanghai 200023, China
Tel: +86 21 2320 2288; Fax: +86 21 2320 2200
Email: adam.oconor@grey.com
Website: www.grey.com/china
Personnel
Chief Executive Officer Adam O'Conor

GREY BEIJING

Suite 607-611, Tower W3, Oriental Plaza,
No. 1 East Chang An Avenue, Beijing 100738,
China
Tel: +86 10 8508 9668
Fax: +86 10 8518 5500
Email: adam.oconor@grey.com
Website: www.grey.com/china
Personnel
Chief Executive Officer Adam O'Conor

GREY SOCIAL

3/F, Block 3, The Bridge 8 Phase III, 550,
Jumen Road, Shanghai 200023, China
Tel: +86 21 2320 2288; Fax: +86 21 2320 2200
Email: adam.oconor@grey.com
Website: www.grey.com/china
Personnel
Chief Executive Officer Adam O'Conor

GROUP CHINA (BEIJING)

18F, Jinbao Tower, 89 Jinbao Road,
Beijing, China
Tel: +86 10 8523 3547
Email: benjamin.wei@groupm.com
Website: www.groupm.com
Personnel
Managing Director, Mobile Benjamin Wei

GROUPM CHINA (SHANGHAI)

20/F, WPP Campus, 399 HengFeng Road,
Shanghai 200070, China
Tel: +86 21 3325 6622
Email: mickey.zhang@groupm.com
Website: www.groupm.com
Personnel
CEO Of Programmatic Business Mickey Zhang

HACKER AGENCY

17/F China Life Tower, 16 Chaoyangmen Wai
Da Jie, Beijing 100020, China
Tel: +86 10 8569 2391
Fax: +86 10 8569 9988
Email: Cindy.Huang@fcb.com
Website: hal21.com
Personnel
General Manager Cindy Huang

HDTMEDIA

Address: 7/F, Building C, UNICOM Int'l Tower,
547 TianMu Xi Lu, Shanghai 200070, China
Tel: +86 21 6317 8866
Fax: +86 21 6317 8892
Email: sales@hdtmedia.com
Website: en.hdtmedia.com
Personnel
Founder & CEO Clarence Zheng

HOTMOB LIMITED

Unit FGH, 13th Floor, 33 Huang Pudadaxi,
Tianhe District, Guangzhou, China
Tel: +86 20 3839 5642
Email: info@hot-mob.com
Website: www.hot-mob.com
Personnel
Chief Operating Officer Keith Chow

HUYI GLOBAL INFORMATION RESOURCES GROUP

3/F, Block B, Shengya Commercial Centre,
No 107 Tiyu Xi Lu, Tianhe District,
Guangzhou 510620, China
Tel: +86 20 2208 1000
Fax: +86 20 2208 1092
Email: zhenyu.liu@huyi.cn
Website: www.8hy.cn
Personnel
Marketing Director Liu Zhen Yu

I PROSPECT CHINA (BEIJING)

6F, East Tower, Genesis Beijing,
No. 8 Xinyuan South Road,
Chaoyang District,
Beijing 100027, China
Tel: +86 10 587 35000
Fax: +86 10 851 82135
Email: tony.chen@iprospect.com
Website: www.iprospect.com/zh/cn
Personnel
CEO, Iprospect China Tony Chen

I PROSPECT CHINA (SHANGHAI)

16/F, 5 Corporate Avenue,
150 Hubin Road, Shanghai, China
Tel: +86 21 3335 1333
Fax: +86 21 3335 2113
Email: tony.chen@iprospect.com
Website: www.iprospect.com/zh/cn
Personnel
CEO, Iprospect China Tony Chen

ISOBAR CHINA GROUP

9/F, 5 Corporate Avenue,
150 Hu Bin Road, Shanghai 200021, China
Tel: +86 21 3335 1888
Email: China.Comms@isobar.com
Website: www.isobar.com/cn/en/
Personnel
Chief Executive Officer, Isobar China Group
..... Alvin Huang

I-STUDIO NETWORK INFORMATION TECHNOLOGY (BEIJING) CO., LTD.

LD01-0-502, Bldg. 5, Liangmaqiao Diplomatic
Office Building, 19 Dongfang East Road,
Chaoyang District, Beijing 100028, China
Website: www.i-studio.com.cn
Personnel
Managing Director Masaaki Horiuchi

JUXT CHINA

Unit 707, SK Tower, 6A Jianguomenwai
Street, Chaoyang District, Beijing 100022,
China
Tel: +86 10 6529 8826
Email: Jessie.Li@juxt.com
Website: www.juxt.com
Year of Established
2015
Personnel
VP, Managing Director Jessie Li
Assistant General Manager,
Strategic Planning Jingtao Wang
Group Creative Director Morton Xu
No. of Employee
40
Branches/Affiliates
Beijing, Shanghai
Company Profile

JUXT is an online and offline digital-led brand
activation agency that focuses on every
step of the ideation process to delivery. Its
holistic approach to integrated marketing
engages clients at every stage to better
ensure success. JUXT helps clients to be
great at what they do and epic at what
they love.
2017 Event Marketing Awards - Best Brand
Activation Campaign, Silver Winner.
2017 Campaign Asia Digital Media Awards
- Best Financial Services, Corporate Public
Services and Business Products Category,
Bronze Winner.
2018 Campaign Asia Digital Media Awards -
Best Pharmaceuticals and Consumer Health
Campaign, Bronze Winner.

LEO DIGITAL NETWORK

13F, Building A, Orient International Yuanzhong
Tower, 2900 North Zhongshan Road,
Putuo District, Shanghai 200063, China
Tel: +86 21 6015 8688
Website: www.leo.cn
Personnel
Chief Executive Officer Dalton Zheng

MEDIAMAN SHANGHAI

Suite 601, 68 Chang Ping Road,
Shanghai 200041, China
Tel: +86 21 6299 4416
Email: florian.zeim@mediaman.com.cn
Website: www.mediaman.com.cn
Personnel
Managing Director Florian Zeim

MERKLE & C

2F East Tower, Genesis Beijing,
No. 8 Xinyuan South Road,
Chaoyang District, Beijing 100027, China
Tel: +86 10 587 35671
Email: yang.zong@and-c.com
Website: www.and-c.com
Personnel
Chief Executive Officer Michael Zhang

MERKLE BUSINESS INFORMATION CONSULTANCY (SHANGHAI) COMPANY LIMITED

Floor 11, Tower 6, 3611,
Zhangyang Road, Pudong New District,
Shanghai 200136, China
Tel: +86 21 2030 8000
Fax: +86 21 6088 0859
Email: fyizhang@merkleinc.com
Website: www.merklechina.cn
Personnel
General Manager Frank Yixiang Zhang

MINDSHARE CHINA - BEIJING

13/F Hua Li Building, 58 Jin Bao Street,
Dong Cheng District, Beijing 100005, China
Tel: +86 10 8523 3679
Fax: +86 10 6512 0131
Email: amrita.randhawa@mindshareworld.com
Personnel
CEO & Chairperson, Mindshare Greater China
& CEO, Mindshare APAC Amrita Randhawa

MINDSHARE CHINA - GUANGZHOU

8/F Development Center, 3 Lin Jiang Road,
Pearl River New City, Guangzhou 510623,
China
Tel: +86 20 2881 8288
Fax: +86 20 3785 1070
Email: amrita.randhawa@mindshareworld.com
Personnel
CEO & Chairperson, Mindshare Greater China
& CEO, Mindshare APAC Amrita Randhawa

MINDSHARE CHINA - SHANGHAI

17/F, WPP Campus, 399 Hengfeng Road,
Shanghai 200070, China
Tel: +86 21 2405 1188; Fax: +86 21 2405 1230
Email: amrita.randhawa@mindshareworld.com
Personnel
CEO & Chairperson, Mindshare Greater China
& CEO, Mindshare APAC Amrita Randhawa

MOBEXT CHINA

Room 8011, 8/F Novel Building, 887 Huaihai
Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8666
Email: fairy.su@affper.com
Website: www.mobext.com
Personnel
Head of Mobext, China Fairy Su

MRM//McCANN SHANGHAI

11/F, Huaihai Plaza, 1045 Huaihai Zhong
Road, Shanghai 100031, China
Tel: +86 21 2411 1110
Fax: +86 21 2411 1188
Email: mike.zeng@mrmmccann.com
Website: www.mrm-mccann.com
Personnel
Joint CEO, McCann Worldgroup China
..... Mike Zeng

MRM//McCANN BEIJING

9/F, Zhaowei Building, 14 Jiuxianqiao Road, Chaoyang District, Beijing 100015, China
Tel: +86 1058040000
Fax: +86 1058040111
Email: sheng.lee@mrm-mccann.com
Website: www.mrm-mccann.com

Personnel

Managing Director, China Lee Sheng

MULLENLOWE PROFERO, BEIJING

Room 0330, ShangDu SOHO, 8 DongDaQiao Road, Chaoyang District, Beijing 100071, China
Tel: +86 1058691955
Email: Alessandro.Grena@mullenloweprofero.com
Website: www.mullenloweprofero.com

Personnel

General Manager Alessandro Grena

MULLENLOWE PROFERO, CHENGDU

Unit 901-904, HuangTingGuo Ji, 99 Jiruisanlu, Gaoxin District, Chengdu, China
Tel: +86 2833965636
Email: Victor.Han@mullenloweprofero.com
Website: www.mullenloweprofero.com

Personnel

Acting General Manager Victor Han

MULLENLOWE PROFERO, SHANGHAI

36/F, Huai Hai Plaza, 1045 Huai Hai Zhong Road, Shanghai 200031, China
Tel: +86 2124110828
Email: Brian.Leong@mullenloweprofero.com
Website: www.mullenloweprofero.com

Personnel

Managing Director Brian Leong

OCTOPUS INNOVATION

14/F, Flat F, Zhongxi Commercial Building, 121 Jiangsu Road, Shanghai 200050, China
Tel: +86 2161482886
Email: william@octopusinnovation.com
Website: www.octopusinnovation.com

Personnel

General Manager Shanghai & Creative Director William Volcoff

OGILVY BEIJING

9/F Huali Building, 58 Jiabao Street, Beijing 100005, China
Tel: +86 1085206688
Fax: +86 1085206600
Email: selina.teng@ogilvy.com
Website: www.ogilvy.com.cn

Personnel

President Selina Teng

OGILVY GUANGZHOU

3/F, 191, 195 East Binjiang Road, Haizhu District, Guangzhou 510370, China
Tel: +86 2081136288
Fax: +86 2081136022
Email: frangelica.liang@ogilvy.com
Website: www.ogilvy.com.cn

Personnel

Managing Director Frangelica Liang

OGILVY SHANGHAI

8/F WPP Campus, 399 Hengfeng Road, Shanghai 200031, China
Tel: +86 2124051888
Fax: +86 2124051628
Email: debby.cheung@ogilvy.com
Website: www.ogilvy.com.cn

Personnel

President Debby Cheung

OGILVY SHENZHEN

Unit 01A, 35/F Centralcon Tower, 3088 Jintian Road, Futian District, Shenzhen 518000, China
Tel: +86 75526926125
Email: angela.chou@ogilvy.com
Website: www.ogilvy.com.cn

Personnel

Managing Director Angela Chou

PERFORMICS, CHINA

18/F, Henderson 688, No. 688 West Nanjing Road, Jingan District, Shanghai 200041, China
Tel: +86 2161338010
Fax: +86 2161338417
Email: mathias.chaillou@publicismedia.com
Website: www.performics.com

Personnel

CEO, Performance / Chief Integration Officer Mathias Chaillou



PROXIMITY CHINA

Room 1509, T1, Grand Gateway, No. 1 Hong Qiao Road, Shanghai, China
Tel: +86 2164486710
Fax: +86 2164486704
Email: social@proximity.cn
Website: www.proximity.cn
Year Established 2010

Personnel

CEO of Proximity China Sharlene Wu
Chief Creative Officer Nicole Ma
No. of Employees 80

Company Profile

We make people more valuable to brands.
We use data-driven creativity to solve business problems.

From traditional media to digital media, to digital social media and mobile media, Proximity's creativity brings effective and long-term success to every digital marketing activity.

Proximity China have nearly 20 million corporative TV medias and have won many awards in various creative competitions at home and abroad, and now have grown into the most competitive creative agency in the field of digital marketing in China.

PIXELS

No. 99, Lane 4499, Cao An Road, Anting Town, Jiading District, Shanghai 201804, China
Tel: +86 2160108777
Email: ivy.tam@hk.pico.com
Website: www.pixelslab.net

Personnel

Customer Engagement Manager Ivy Tam

PUBLICIS WANGFAN

4/F, Building A, 98 Yanping Road, Shanghai 200042, China
Tel: +86 2122083888
Email: bill.wang@wangfan.com
Website: www.wangfan.com;
www.publicis-china.com

Personnel

Managing Director Bill Wang

RED ANT ASIA LIMITED

3/F, No. 8 Building, 622 Huai Hai Middle Road, Shanghai 200020, China
Tel: +86 2133688771
Email: teamfareast@redant.com
Website: asia.redant.com

Personnel

Regional Director Asia Elisa Harca

RED LINE CHINA

Level 21, Unit 2139 Vili International, 167 LinHe Xi Lu, TianHe District, Guangzhou, China
Tel: +86 2038677725
Email: service@a-redline.com
Website: www.a-redline.com

Personnel

Director Sarah MM

REDVOLUTIONS CONSUMER ENGAGEMENT

Room 101, Block 20, Dahua Qing Shui Wan, 1555 Kaixuan North Road, Putuo District, Shanghai, China
Tel: +86 187 17733964
Email: fens.sato@redvolutions.com
Website: www.redvolutions.com

Personnel

Creative & Business Director Fens Sato

REPRISE CHINA

15/F Huaihai Plaza, 1045 Huaihai Zhong Road, Shanghai 200031, China
Tel: +86 2124112288
Email: Alvin.Foo@reprisedigital.com
Website: www.reprisedigital.com

Personnel

Managing Director Alvin Foo

SOCIALYSE CHINA

11/F Novel Building, 887 Huaihai Zhong Road, Shanghai 200020, China
Tel: +86 2133978666
Email: qifan.jing@socialyse.net
Website: www.socialyse.net

Personnel

Head of Socialyse, China Qifan Jing

RFI STUDIOS

RFI CHINA

RFI Beijing

Room 25C, Oriental Ginza Office Bld.
48 DongZhiMenWai Street,
Dongcheng District, Beijing 100027, PRC
Tel: +86 10 6445 7227
Fax: +86 10 6447 7130
Email: alanma@rfi.asia

Year Established

2013

Personnel

Executive Vice President, Regional
Director of Asia and Managing Director,
Greater China Elan Shou
Head of China Alan Ma
No. of Employees
30

RFI Shanghai

9F, BASE Building,
No 45 North Cao Xi Road,
Xu Hui District, Shanghai 200030, PRC
Tel: +86 21 5383 0188
Fax: +86 21 6248 3176
Email: alanma@rfi.asia

Personnel

Executive Vice President,
Regional Director of Asia and
Managing Director, Greater China
..... Elan Shou
Head of China Alan Ma
No. of Employees
15

Email: info@ruderfinnasia.com
Website: www.rfistudios.com.cn

Branches/Affiliates

Ruder Finn Bangalore, Ruder Finn
Beijing, Ruder Finn New Delhi, Ruder Finn
Guangzhou, Ruder Finn Hong Kong, Ruder
Finn Malaysia, Ruder Finn Mumbai, Ruder
Finn Shanghai, Ruder Finn Singapore, RF
Thunder Beijing, RF Thunder Guangzhou, RF
Thunder Hong Kong, RF Thunder Shanghai

Company Profile

RFI Asia is a digital consultancy and
integrated marketing agency comprising
a cutting-edge team of digital strategists,
creatives, scientists and technologists,
brought together by a passion to change
minds and influence behavior.

Full-service digital arm of Ruder Finn Asia,
we believe in bold visions and results-
oriented digital strategy that enable our
highly specialized teams covering content
strategy and development, multimedia
production, web and app development,
immersive storytelling, and advanced
analytics.

With a reputation for anchoring creativity
designed with user in mind, our solutions
are simple and elegant and built to scale
with execution based on real-time metrics
that equip brands for optimal consumer
engagement and business success.

SPLASH INTERACTIVE

Room 1801, Hong Kong Metropolis Building,
733 Fuxing Road East, Shanghai, China
Tel: +86 21 6218 7776
Fax: +86 21 6218 7729
Email: enquiry@splashinteractive.com.cn
Website: www.splashinteractive.com.cn

Personnel

Managing Director Tan Kay Kin

TRIBAL WORLDWIDE SHANGHAI

11F, Eco City, No. 1788 West Nanjing Road,
Shanghai 200040, PRC
Tel: +86 21 6263 4900
Fax: +86 21 6263 4940
Email: allen.wang@sh.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

Managing Director Allen Wang

TRIBAL WORLDWIDE BEIJING

Area F, 7th Floor, (Tower A, LSH Center),
No. 1 Building, No. 8 Courtyard,
Guangshun South Street,
Chaoyang District,
Beijing 100102, PRC
Tel: +86 10 5775 5490
Fax: +86 10 5775 5491
Email: allen.wang@sh.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

Managing Director Allen Wang

TRIBAL WORLDWIDE GUANGZHOU

Room 1202-1203, South Tower, G. T. Land
Plaza, 8 Zhujiang Xi Road, Zhujiang New Town,
Tianhe District, Guangzhou 510623, PRC
Tel: +86 20 3873 9666
Fax: +86 20 3873 9068
Email: allen.wang@sh.tribalworldwide.com
Website: www.tribalworldwide.com

Personnel

Managing Director Allen Wang

VML BEIJING

30706, Yinhe SOHO Tower C, No. 2
Nanzhuguan Hutong, Chaoyangmen Nei Street,
Dongcheng District, Beijing 100000, China
Tel: +86 10 6563 0393
Email: yichung.tay@vmlim20.com.cn
Website: www.vml.com/china

Personnel

Chief Executive Officer Yi-Chung Tay

VML SHANGHAI

Building 17, The Cool Docks,
510 Waima Road, Huangpu District,
Shanghai 200002, China
Tel: +86 21 3302 0203
Email: yichung.tay@vmlim20.com.cn
Website: www.vml.com/china

Personnel

Chief Executive Officer Yi-Chung Tay

VML TEEIN SHANGHAI

18/F Central Park, 868 Chang Shou Lu,
Shanghai 200060, China
Tel: +86 21 6095 2100
Email: roy.yan@teein.com
Website: www.teein.com

Personnel

Founder, Chief Executive Officer Roy Yan

WUNDERMAN CHINA

Beijing

Unit B20, 5th floor, No. 10 Jiu Xian Qiao Road,
Chao Yang District, Beijing 100015, China
Tel: +86 10 5869 4575
Fax: +86 10 5869 4670

Shanghai

19F, 889 Wan Hang Du Road,
Yueda 889 Center, Jing'an District,
Shanghai 200042, China
Tel: +86 21 2308 5088
Fax: +86 21 2308 5122

Guangzhou

Unit 04-06, 31F, Onelink Centre,
230-232 Tianhe Road,
Guangzhou 510630, China
Tel: +86 20 2863 3338
Fax: +86 20 2863 3339

Email: Bryce.Whitwam@wunderman.com

Website: www.wunderman.com.cn

Personnel

Chief Executive Officer, Greater China
..... Bryce Whitwam
Managing Director, Beijing Kent Lee
Managing Director, Shanghai
..... Pornthip Suchanthabut
Managing Director, Greater Bay Area
..... K2 Kung

VOLO DIGITAL AGENCY

Baizhang Road 168, Jiangdong District,
Ningbo 315040, China
Tel: +46 730805669
Email: hello@voloagency.com
Website: www.voloagency.com

Personnel

Managing Partner Chris Ohlsson

WEB2ASIA

Room 2022-2026, Floor 20, 1438 Shaanxi
Road (North), Shanghai 200060, China
Tel: +86 21 3227 0872

Email: info@web2asia.com

Website: www.web2asia.com

Personnel

Managing Director George Godula

HONG KONG

APRIKOS LIMITED

Unit A, 29/F Legend Tower,
7 Shing Yip Street, Kwan Tong,
Hong Kong
Tel: +852 2358 9857
Email: wallace.soo@aprikos.com.hk
Website: www.aprikos.com.hk

Personnel

Business Director Wallace Soo

APSIS ASIA LTD

5/F, Yue Shing Commercial Building,
15 Queen Victoria Street, Central,
Hong Kong
Tel: +852 5804 3551
Email: jess.chan@apsis.com
Website: www.apsis.com

Personnel

Marketing Manager Jess Chan

ARCOTECT LTD

Room 2505-6, 25/F Stelux House, 698 Prince Edward Road East, San Po Kong, Hong Kong
Tel: +852 2390 8600; Fax: +852 2127 7515
Email: george.fok@arcotect.com
Website: www.arcotect.com
Personnel
Chief Executive Officer George Fok

ASIA WEB MARKETING

Room B, 21/F Kingswell Commercial Tower, 171-173 Lockhart Road, Wanchai, Hong Kong
Tel: +852 2580 1059; Fax: +852 3020 6271
Email: sales@online-marketing.com.cn
Website: www.online-marketing.com.cn
Personnel
Marketing Director Robbie Ho

ASIAPAC NET MEDIA LIMITED

Unit 2501-02, 25/F, CEO Tower, 77 Wing Hong Street, Lai Chi Kwok, Hong Kong
Tel: +852 2771 7595
Fax: +852 2310 2610
Email: info@asiapac.com.hk
Website: www.asiapac.com.hk
Personnel
Chief Executive Officer Daniel Chan

AXIS STUDIO LIMITED

Room 909, 9/F Block B Sea View Estate, 4-6 Watson Road, North Point, Hong Kong
Tel: +852 3595 0238
Email: info@axisstudio.com.hk
Website: www.axisstudio.com.hk
Personnel
VFX Director Agnes Choy

BEAMSTYLE HONG KONG WEB DESIGN & DEVELOPMENT

Unit G2, 9/F Gold King Industrial Building, 35-41 Tai Lin Pai Road, Kwai Chung, New Territories, Hong Kong
Tel: +852 3499 1687
Email: thomas@beamstyle.com.hk
Website: beamstyle.com.hk
Personnel
Director Thomas Cheng

BEYOND MEDIA GLOBAL LTD

19/F Tung Chiu Commercial Centre, 193-197 Lockhart Road, Wanchai, Hong Kong
Tel: +852 2492 2770; Fax: +852 3188 1134
Email: pchiu@bmgww.com
Website: www.bmgww.com
Personnel
Chief Executive Officer Philip Chiu

BIGAZINES CONSULTANCY LTD

Unit D5, 21/F, TML Tower (West Wing), 3 Hoi Shing Road, Tsuen Wan, Hong Kong
Tel: +852 3586 2317; Fax: +852 2497 8008
Email: paullyung@bigazines.com
Website: www.bigazines.com
Personnel
Consulting Director Paul Yung

BLACK MEDIA GROUP LIMITED

7/F Kam Sang Building, 257 Des Voeux Road Central, Sheung Wan, Hong Kong
Tel: +852 3488 0550
Email: kenneth@bmg.com.hk
Website: www.bmg.com.hk
Personnel
Business Development Director .. Kenneth Wan

BLONDE MEDIA (HK) LTD

Room 24, Level 9, Cyberport 3, 100 Cyberport Road, Hong Kong
Tel: +852 3618 5600
Email: music@blondemedia.asia
Website: www.blondemedia.asia
Personnel
Director Suzanne Sutherland



COLLINSON

Suites 1209-1214, 12/F Cityplaza One, 1111 King's Road, Taikoo Shing, Hong Kong
Tel: +852 2803 8100
Email: hongkong@iclpoyalty.com
Website: www.collinsongroup.com
Year Established
1993
Personnel
Executive Vice President, APAC
..... Mary English
Associate Account Director Cherry Lam
Client List
Asia Miles Limited, Cathay Pacific Airways, DBS Bank, Delta Air Lines, Esprit Regional Services Ltd, Estee Lauder Companies, Hong Kong Trade Development Council, Hongkong Land Limited, La Prairie, Mandarin Oriental Hotel Group, L'Oreal, Mannings, Marriott, Okura Nikko Hotel, Christian Dior, Richemont, Swire Properties, Tory Burch Asia

CADREON HONG KONG

8/F, Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2901 8400; Fax: +852 2576 7308
Email: kasper.aakerlund@mbww.com
Website: www.cadreon.com
Personnel
Chief Executive Officer Kasper Aakerlund

CHERRY PICKS

16/F-19/F, Knutsford 10, 10 Knutsford Terrace, Tsimshatsui, Hong Kong
Tel: +852 2127 7788
Fax: +852 2127 7780
Email: jasonchiu@cherrypicks.com
Website: www.cherrypicks.com
Personnel
Chief Executive Officer Jason Chiu

CLIX INTERNATIONAL LTD

Room 1201 - 1206, Westley Square, 48 Hoi Yuen Road, Kwun Tong, Kowloon, Hong Kong
Tel: +852 2544 1377
Fax: +852 2545 8056
Email: info@clix.com.hk
Website: www.clix.com.hk
Personnel
Chief Executive Officer King Leung

COGNEY

15/F Soundwill Plaza II - Midtown, 1-29 Tang Lung Street, Causeway Bay, Hong Kong
Tel: +852 9727 0334
Email: doug@cogney.com
Website: www.cogney.com.hk
Personnel
Head of Search & Analytics Doug Pierce

CRYSTAL COMPUTER GRAPHICS LTD

Room 20, 21/F, New Tech Plaza, 34 Tai Yau Street, San Po Kong, Kowloon, Hong Kong
Tel: +852 2575 2002; Fax: +852 2575 1230
Email: mkt@crystalcg.com.hk
Website: www.crystalcg.com.hk
Personnel
Marketing Officer Karen Sheung

DIGIT PEPPER

Room 304, Honour Industrial Centre, 6 Sun Yip Street, Chai Wan, Hong Kong
Tel: +852 3170 0238; Fax: +852 3020 7460
Email: nick@digitpepper.com
Website: www.digitpepper.com
Personnel
Creative Director Nick Yan

COLLINSON

Smarter Experiences. Deeper Devotion.

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- Loyalty Solutions
- Strategy
- CRM
- Priority Pass
- Travel Experiences
- Insurance
- Data
- Assistance

collinsongroup.com

DIGITAL ARTS NETWORK (DAN) HONG KONG

16/F, Cambridge House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2833 2033; Fax: +852 2834 5877
Email: general@tbwa.com.hk
Website: www.digitalartsnetwork.com.hk

Year Established

2012

Personnel

Managing Director Jan Cho
Executive Creative Director Jerome Ooi
Head of Digital Anne Chan
Director of Social Gerald Tam
Head of Creative Technology Herbert Ng
No. of Employees
40

Company Profile

Digital Arts Network (DAN) Hong Kong is part of TBWA, The Disruption® Company. DAN is a global collective of more than 900 digital specialists operating across the world. In Hong Kong DAN is specialised in social content, technology led activation and performance marketing. DAN HK has been continuously recognised as the top digital agency in Hong Kong, and in 2017 they scored both Digital Agency of the Year (Gold), and Integrated Agency of the Year, Greater China (Silver).

DIGITAL MAGIC LTD

Room 802, Block A, Seaview Estate, 2-8 Watson Road, North Point, Hong Kong
Tel: +852 2570 9016; Fax: +852 2512 2430
Email: anna@digitalmagic.com.hk
Website: www.digitalmagic.com.hk

Personnel

Office Manager Anna Kan

DIGITAS HONG KONG LIMITED

6/F AIA Kowloon Tower, 100 How Ming Street, Kwun Tong, Hong Kong
Tel: +852 2236 0330
Email: infohk@digitas.com
Website: www.digitas.com/en-hk

Personnel

Managing Director Antony Yiu

Company Profile

Digitas is The Connected Marketing Agency, committed to help brands better connect with people through Truth. Connection. Wonder - with experts in data, strategy, creative, media, and tech working seamlessly to achieve ambitious outcomes through ideas that excite, provoke and inspire.

DT DIGITAL (HONG KONG)

Member of Blue Focus Communication Group (Public Company, SZSE: 300058), 7B, 78 Hung To Road, Kowloon, Hong Kong
Email: cs.hk@dttdigitalasia.com
Website: www.dtdigitalasia.com

ECHO ASIA COMMUNICATIONS LIMITED

8/F Admiralty Central Tower II, 18 Harcourt Road, Admiralty, Hong Kong
Tel: +852 3796 7128; Fax: +852 3796 7000
Email: samson@echoasiacomm.com
Website: www.echoasiacomm.com

Personnel

Managing Partner Samson Tong

EDEAS LTD

9F, Chinachem Johnston Plaza, 178-186 Johnston Road, Wanchai, Hong Kong
Tel: +852 2882 4512; Fax: +852 2882 3943
Email: info@edeas.hk
Website: www.edeas.hk

Personnel

Managing Director Gary Sze

THE EGG COMPANY LTD

27/F Morrison Plaza, 5-9 Morrison Hill Road, Hong Kong
Tel: +852 3420 0460
Email: richard.mabey@theegg.com
Website: www.theegg.com

Personnel

Managing Director Richard Mabey

EMOTIONLAB

Unit 217 2/F InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Hong Kong
Tel: +852 3996 7229
Email: hello@emotionlab.tv
Website: www.emotionlab.tv

Personnel

Director Mandy Tsang

EPICENTRO DIGITAL

Pico House, 4 Dai Fu Street, Tai Po Industrial Estate, Tai Po, Hong Kong
Tel: +852 2660 4433
Email: ivy.tam@hk.pico.com
Website: www.epicentro.com.hk

Personnel

Customer Engagement Manager Ivy Tam

EPSILON HONG KONG

Room 2601, 26/F Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong
Tel: +852 3589 6300

ESDLIFE DIGITAL SOLUTIONS

Unit 1209, 12/F, Two Harbourfront, 22 Tak Fung Street, Hung Hom, Hong Kong
Tel: +852 2128 9854; Fax: +852 2189 7448
Email: davidfung@esdlife.com
Website: www.solutions.esdlife.com

Personnel

General Manager, Digital Solutions.. David Fung

FEE CREATIVE LTD

1106AMSH Mongkok Plaza, 794-802 Nathan Road, Kowloon, Hong Kong
Tel: +852 3588 1782; Fax: +852 3010 7681
Email: hungy.lau@feecreative.com
Website: www.feecreative.com

Personnel

Business Development Executive Hungy Lau

FETCH MEDIA HONG KONG LTD

604 & 605, 6/F, 625 King's Road, Quarry Bay, Hong Kong
Tel: +852 2523 4222
Website: wearfetch.com

FIMMICK

3/F, Morlite Building, No. 40 Hung To Road, Kwun Tong, Kowloon, Hong Kong
Tel: +852 3622 5388
Email: business@fimmick.com
Website: www.fimmick.com

Personnel

Chief Executive Officer Willy Lai

FIRST PAGE LIMITED

7/F, 69 Jervois Street, Sheung Wan, Hong Kong
Tel: +852 2356 3200
Email: info@firstpage.com.hk
Website: www.firstpage.hk/zh/

Personnel

Managing Director Nick Bell

FITCH DESIGN LIMITED

1005-06A, The Centrium, 60 Wyndham Street, Central, Hong Kong
Tel: +852 2801 7776; Fax: +852 3167 7700
Email: karen.leung@fitch.com
Website: www.fitch.com

Personnel

Managing Director Cally Williams

FRESCO DESIGN LIMITED

Room J, 12/F, Everest Industrial Centre, 396 Kwun Tong Road, Hong Kong
Tel: +852 3957 1660
Email: info@frescodesign.com.hk
Website: www.frescodesign.com.hk

Personnel

Project Manager Lee Lai Ping, Emma

FUNCTION EIGHT LTD

21/F, Mirage Tower, 13-15 Thomson Road, Wanchai, Hong Kong
Tel: +852 2868 2855; Fax: +852 2868 2844
Email: f8.info@functioneight.com
Website: www.functioneight.com

Personnel

Chief Operating Officer Phil Aldridge

GREY GROUP HONG KONG

30/F & 31F, @Convoy, 169 Electric Road, North Point, Hong Kong
Tel: +852 2510 6888; Fax: +852 2510 7541
Email: sarah.trombetta@grey.com
Website: www.grey.com/hongkong

Personnel

Chief Executive Officer Sarah Trombetta

GREY HONG KONG

30/F & 31F, @Convoy, 169 Electric Road, North Point, Hong Kong
Tel: +852 2510 6888; Fax: +852 2510 7541
Email: sarah.trombetta@grey.com
Website: www.grey.com/hongkong

Personnel

Chief Executive Officer, Grey Group Hong Kong Sarah Trombetta

GREY DIGITAL HONG KONG

30/F & 31F, @Convoy, 169 Electric Road, North Point, Hong Kong
Tel: +852 2510 6888; Fax: +852 2510 7541
Email: sarah.trombetta@grey.com
Website: www.grey.com/hongkong

Personnel

Chief Executive Officer, Grey Group Hong Kong Sarah Trombetta

GREY DPI HONG KONG

Room 2802-11, 28/F, Prosperity Millennium Plaza, 663 King's Road, North Point, Hong Kong
Tel: +852 2169 4288; Fax: +852 2824 9018
Email: adeline.lee@grey-dpi.com
Website: www.grey-dpi.com

Personnel

Group Chief Executive Officer, Grey DPI Adeline Lee

GROUPM HONG KONG

36/F PCCW Tower, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2280 3141
Email: rose.tsang@groupm.com
Website: www.groupm.com

Personnel

Director of Digital Business Development
..... Rose Tsang

HARBOUR STUDIOS LTD

Level 9, Core F, Cyberport 3,
100 Cyberport Road, Hong Kong
Tel: +852 6124 9245
Email: oliver.coquelin@harbourstudios.com
Website: websitedesignhongkong.hk

Personnel

Managing Director Oliver Coquelin

HOTMOB LIMITED

4Floor, Tungtex Building, 203 Wai Yip Street,
Kwun Tong, Hong Kong
Tel: +852 3526 0241; Fax: +852 2851 6601
Email: keith.chow@hot-mob.com
Website: www.hot-mob.com

Personnel

Chief Operating Officer Keith Chow

HTTPOOL ASIA LIMITED

Unit 901-4, Kai Tak Commercial Building,
66-72 Stanley Road,
Fax: +852 3015 8603; Email: info@httpool.hk
Website: www.httpool.hk

Personnel

Managing Director Angie Chung

I2 COMPANY LTD

Unit A, 20/F, Infotech Centre, 21 Hung To
Road, Kwun Tong, Kowloon, Hong Kong
Tel: +852 3426 2604; Fax: +852 2836 6483
Email: info@i2hk.com
Website: www.i2hk.com

Personnel

Executive Director (Project Consulting)
..... Ben Cheung

ICLICK INTERACTIVE ASIA LTD

15th Floor, Prosperity Millennia Plaza,
663 King's Road, Quarry Bay, Hong Kong
Tel: +852 3700 9000; Fax: +852 3700 9489
Email: sales_hk@i-click.com
Website: www.i-click.com

Personnel

Co-Founder & CEO Sammy Hsieh

INFIN MEDIA CO LTD

Flat B, 8/F Wing Cheung Industrial Building,
109 How Ming Street, Kwun Tong, Hong Kong
Tel: +852 2154 6999
Email: jack.choy@infinmedia.net
Website: www.infinmedia.net

Personnel

Project Manager Jack Choy

INNAPAGE LTD

Unit 219, 2/F, Core Building 2, No.1 Science
Park West Avenue, Hong Kong Science Park,
Shatin, Hong Kong
Tel: +852 2607 4206; Fax: +852 2603 7638
Email: keith.li@innapage.com
Website: www.innapage.com

Personnel

Director Keith Li

INSPIRR CREATION

6/F Tung Hip Commercial Building, 248 Des
Voeux Road Central, Sheung Wan, Hong Kong
Tel: +852 3749 9734
Email: edwin.ku@insprr.com
Website: www.insprr.com

Personnel

Marketing Manager Edwin Ku

IProspect HONG KONG LTD

25/F, 625 Kings Road, North Point, Hong Kong
Tel: +852 3962 4500; Fax: +852 3962 4567
Email: interest@iprospect.com.hk
Website: www.iprospect.com/en/hk

Personnel

Managing Director Lawrence Yang

isobar

ISOBAR

27/F, 625 King's Road, North Point,
Hong Kong
Tel: +852 3962 4500
Email: david.jessop@isobar.com
Website: www.isobar.hk

FB: facebook.com/isobarHK

Twitter: @isobar

LinkedIn: linkedin.com/company/isobar/
Year Established

2003

Personnel

Managing Director David Jessop
Business Director Edward Williams
Business Director Abbie Kan
Company Profile

Hong Kong's "Digital Agency of the Year",
"Innovative Agency of the Year" and "Social
Media Agency of the Year", we transform
businesses, brands and people's lives
with the creative use of digital. We deliver
experience-led transformation, powered
by creativity, creating experiences that
unlock the digital potential of businesses
& brands. We work with the world's leading
brands on a local, regional and global
level and our services include strategy,
campaigns, web & mobile solutions, UX/
Experience Design, digital transformation
consulting, ecommerce, social media,
content creation, CRM.

LIPS COMMUNICATION (LOVEMY3 LIMITED)

Unit 1204, 12/F, Tamson Plaza,
No. 161 Wai Yip Street, Kwun Tong, Hong Kong
Tel: +852 3956 4318
Email: info@lovely3.com
Website: www.lipscomm.com

Personnel

Director Angel Leung

LOLLI MEDIA LTD

Suite 4006, 40/F Singa Commercial Centre,
144-151 Connaught Road West, Hong Kong
Tel: +852 3621 0616; Fax: +852 3621 0617
Email: jonathan@loli.com.hk
Website: www.loli.com.hk

Personnel

Managing Director Jonathan Low

MADCRADLE ONLINE LTD

Rm 1009-1010, Block B, Hoi Luen Industrial
Centre, No. 55 Hoi Yuen Rd., Kwun Tong
Tel: +852 2388 6836; Fax: +852 2328 8742
Email: patrick.wong@madcradle.com
Website: www.madcradle.com

Personnel

General Manager Patrick Wong

MASUTADO

Unit 1207, Wayson Commercial Building,
28 Connaught Road West, Hong Kong
Tel: +852 9222 5514; Fax: +852 3101 9910
Email: info@masutado.com

Website: masutado.com

Personnel

Sales and Marketing Manager
..... Gael FERBER

McCORKELL & ASSOCIATES

10/F Mass Mutual Tower,
33 Lockhart Road, Wanchai, Hong Kong
Tel: +852 6792 9825
Email: alice@mccorkell.com.hk
Website: www.mccorkell.com.au

Personnel

Business Development Manager Hong Kong
..... Alice Tam

MEDIA EXPLORER LIMITED

Unit 506AB, Innocentre, 72 Tat Chee Avenue,
Kowloon Tong, Hong Kong
Tel: +852 2541 9978
Email: me@me.hk
Website: www.me.hk

Personnel

Managing Director Davy Ma

MEDIAON ASIA

Unit 811, 8/F, Block B, Hoi Luen Industrial
Centre, 55 Hoi Yuen Road, Kwun Tong,
Kowloon, Hong Kong
Tel: +852 2388 2025; Fax: +852 3998 3216
Email: marketing@mediaonasia.com
Website: www.mediaonasia.com

Personnel

Chief Executive Officer Jerry Chan

MINDSHARE HONG KONG

36/F, PCCW Tower, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2280 3280; Fax: +852 2280 3100
Email: caroline.chan@mindshareworld.com

Personnel

Leader, Hong Kong Caroline Chan

MONI-MEDIA LTD

Room 305, 3/F InnoCentre, 72 Tat Chee
Avenue, Kowloon Tong, Hong Kong
Tel: +852 3188 3660; Fax: +852 3188 3065
Email: info@monimedia.com
Website: www.monimedia.com

Personnel

Managing Director David Francois

MRM//McCANN

30/F, Hysan Place, 500 Hennessy Road,
Causeway Bay, Hong Kong
Tel: +852 2808 7888; Fax: +852 2881 6590
Email: jonathan.li@mrmmccann.com
Website: www.mrm-mccann.com

Personnel

Managing Director, SVP Jonathan Liu



MIRUM HONG KONG

6F, 128 Wellington Street,
Central, Hong Kong

Tel: +852 2851 9272

Fax: +852 2851 9629

Email: info.hongkong@mirumagency.com

Website: www.mirumagency.com

Year Established
1995

Personnel

Chief Executive Officer Win Mak

Chief Operating Officer

..... Josephine Cheung

Business Director Tony Cheung

Regional Business Justin Foo

No. of Employees
130

Branches/Affiliates
All other listed Mirum

Trade Membership
HK4As

Company Profile

Mirum is a global experience
Agency of over 2500 relentless
curious creators.

We blur the lines between strategy,
creativity and technology to discover
business and human motivations, and
to create solutions that empower both.
Mirum Hong Kong is the headquarter
office in Greater China and North Asia
and also houses one of the strongest
and most adventurous technology
innovation team in the region. As one
of the largest networks under WPP,
Mirum Hong Kong enjoys a global
Reach and when combined with
our local expertise, we offer
comprehensive and industry leading
digital services to local, regional and
global brands.

MULLENLOWE PROFFERO HONG KONG

7/F Oxford House, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2830 0847

Website: www.mullenloweproffero.com

Personnel

APAC CEO Vincent Dignonnet

NDN GROUP (HK) LTD

27/F, Fun Tower, 35 Hung To Road,
Kwun Tong, Hong Kong

Tel: +852 2831 1888

Email: andy.ann@ndn.com.hk

Website: www.newdigitalnoise.com

Personnel

Chief Executive Officer Andy Ann

NEAT INTERACTIVE CO., LTD.

1F, 33-35 Hillier Street, Sheung Wan,
Hong Kong

Tel: +852 5503 6655

Email: anchalika@neatinteractive.com

Website: www.neatinteractive.com

Personnel

Managing Director... Anchalika Wongwaisarn

NEW IMEDIA SOLUTIONS LTD

11/F, World Peace Centre,
55 Wo Tong Tsui Street,
Kwai Chung, New Territories

Tel: +852 2131 0888

Fax: +852 3116 9130

Email: enquiry@newimedia.com

Website: www.newimedia.com

Personnel

Chief Executive Officer Sandy Ho

NIKOPIC TO LTD

14A Kiu Fu Commercial Building,
300 Lockhart Road, Wanchai, Hong Kong

Tel: +852 9212 3546

Email: lily@nikopicto.com

Website: www.nikopicto.com

Personnel

Business Director Lily Leung

OGILVY HONG KONG

23/F, The Center, 99 Queen's Road Central,
Hong Kong

Tel: +852 2568 0161

Fax: +852 2885 3215

Email: katryna.mojica@ogilvy.com

Website: www.ogilvy.com

Personnel

Chief Executive Officer Katryna Mojica

OMD

Unit 808, Core E, Cyberport 3,
100 Cyberport Road, Hong Kong
Tel: +852 2911 1668; Fax: +852 2827 1200
Email: thomas.hebditch@omd.com

Website: www.omd.com

Personnel

Senior Digital Business Director

..... Thomas Hebditch

ONNODESIGN

Unit 2, 19/F Max Trade Centre, 23 Luk Hop
Street, San Po Kong, Kowloon, Hong Kong

Tel: +852 2625 0180; Fax: +852 2625 0183

Email: dolbycheung@onnodesign.com

Website: www.onnodesign.com

Personnel

Project Manager Dolby Cheung

OPEN CREATIVE LTD

22/F Wing Hing Commercial Building,
139 Wing Lok Street, Sheung Wan,
Hong Kong

Tel: +852 2543 2867

Fax: +852 2543 2865

Email: info@opencreative.com

Website: www.opencreative.com

Personnel

Managing Director CY Cheung

ORIONX INTERNATIONAL LIMITED

14/F and 22/F, Sang Woo Building,
228 Gloucester Road, Wanchai, Hong Kong

Tel: +852 2812 6011

Email: enquiry@orionx.com.hk

Website: www.orionx.com.hk

Personnel

Business Development Manager Karen Kwan

PERFORMICS

Unit 3301-04, 33/F FAIA Kowloon Tower,
100 How Ming Street, Kwun Tong,
Hong Kong

Tel: +852 2236 9000 / +852 2539 1600

Email: becky.lai@performics.com

Website: www.performics.com

Personnel

Head of Performics Becky Lai

Company Profile

As the original performance marketing
agency, Performics converts consumer intent
into revenue for the world's most admired
brands, creating connected and personalized
digital experiences across paid, owned and
earned media.



A Global Experience Agency

www.mirumagency.com

PHD

Unit 907, Core E, Cyberport 3,
100 Cyberport Road, Hong Kong
Tel: +852 2911 1555
Fax: +852 2511 7389
Email: michael.my.lee@phdmedia.com
Website: www.phdmedia.com/HongKong
Personnel
Head of Digital Michael Lee

PRIZM

15-16/F, SML Tower, 165 Hoi Bun Road,
Kwun Tong, Hong Kong
Tel: +852 2756 9994
Email: jeffhau@prizm.digital
Website: prizm.digital
Personnel
Director Jeffrey Hau

QS SEARCH LIMITED

Room 2501, 25/F Lee Garden 5,
18 Hysan Avenue, Causeway Bay, Hong Kong
Tel: +852 3468 6688
Email: enquiry@qs-search.com
Website: www.qs-search.com
Personnel
General Manager David Ip

RED ANT ASIA LIMITED

Unit L, 24/F, Centre Hollywood, 151
Hollywood Road, Sheung Wan, Hong Kong
Tel: +852 3105 0185
Email: teamfareast@redant.com
Website: asia.redant.com
Personnel
CEO & Founder Dan Mortimer

RED LINE LTD

17/F China Building, 29 Queen's Road
Central, Central, Hong Kong
Tel: +852 3686 0616
Email: service@a-redline.com
Website: www.a-redline.com
Personnel
Director Sarah MeiMei Chiang

REPRISE HONG KONG

8/F, Oxford House, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2901 8400
Fax: +852 2576 7308
Email: ben.hui@mbww.com
Website: www.reprisemediacom
Personnel
Head of Digital Performance Ben Hui



A WPP COMPANY

RICE 5 LIMITED, HONG KONG (PART OF THE HILL+KNOWLTON STRATEGIES NETWORK)

Website: www.rice5.com
Email: info@rice5.com

Branches

Hong Kong
36/F, PCCW Tower, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 3580 1573

Shanghai

WPP Campus, 27/F, 399 Hengfeng Road
Shanghai, 200070, China
Tel: +86 21 2287 1888/+86 21 2287 1870

Branches/Affiliates

Part of the Hill+Knowlton Strategies
worldwide network of more than 85
offices in over 45 countries

Company Profile

Digital creative & marketing, digital
branding, integrated marketing, digital
production, social media management,
campaign management, apps develop-
ment, website development, mobile
marketing, marketing communications,
lifestyle, FMCG/consumer goods

SEARCHGURU

2/F Dorset House, Taikoo Place,
979 King's Road, Quarry Bay,
Hong Kong
Tel: +852 9666 7219
Email: gary@searchguru.com.hk
Website: www.searchguru.com.hk
Personnel
General Manager Gary Cheung

SEDGWICK RICHARDSON

10/F, 1 Hollywood Road, Central, Hong Kong
Tel: +852 2815 5030
Email: infohk@sedgwick-richardson.com
Website: www.sedgwick-richardson.com
Personnel
Group CEO Gareth Richardson

SHARE MEDIA LTD

3B Sun Kwong Ind. Bldg., Lai Chi Kok,
Kowloon, Hong Kong
Tel: +852 3997 3440
Email: yip@share.asia
Website: www.share.asia
Personnel
Technology Director Yip Ho



SHADOW FACTORY

4213-4215 Hong Kong Plaza
188 Connaught Road West
Sai Ying Pun, Hong Kong
Tel: +852 5500 7273
Email: Andrew@shadowfactory.io
VR@shadowfactory.io

Website: www.shadowfactory.io

Year Established

2016

Personnel

Partner Amit Chatterjee

Partner Devin Ehrig

Chief Operating Officer.... Andrew Dunn

No. of Employees

50+

Company Profile

Shadow Factory is a leading developer of
digital content and solutions operating
worldwide.

We produce quality, story-driven, fully
immersive and interactive experiences,
offer new and exciting ways to engage
audiences, and empower organizations
with the benefits of next-generation
digital media.

SPLASH INTERACTIVE LIMITED

Room 1101, 11/F Cheung Sha Wan Plaza
Tower 1, 833 Cheung Sha Wan Road,
Lai Chi Kok, Kowloon,
Hong Kong
Tel: +852 3753 9152
Email: enquiry@splashinteractive.com.hk
Website: www.splashinteractive.com.hk
Personnel
Managing Director Tan Kay Kin

EMPOWER YOUR BRAND
AND ORGANIZATION WITH
IMMERSIVE MEDIA.

Engage audiences and boost your business
through cross-platform VR, AR, and digital solutions.

shadowfactory.io

SHADOW
FACTORY

STRATEGIC VENTURE LTD

Room 505, APEC Plaza, 49 Hoi Yuen Road,
Kwun Tong, Hong Kong
Tel: +852 3568 6274
Email: vchong@sv-hk.com
Website: www.sv-hk.com

Personnel

Director of Business Development
..... Victor Chong

TOLUNA HONG KONG LIMITED

3/F, Hecny Tower, 9 Chatham Road South,
Tsim Sha Tsui, Kowloon, Hong Kong
Tel: +852 3512 6019; Fax: +852 2370 3124
Email: angela.chen@toluna.com
Website: www.toluna-group.com

Personnel

Manager Angela Chen

TOTEM MEDIA

5/F Remex Centre, 42 Wong Chuk Hang Road,
Wong Chuk Hang, Hong Kong
Tel: +852 2780 5586; Fax: +852 2780 5567
Email: chris@totemmedia.co
Website: www.totemmedia.net

Personnel

Managing Director Chris Baker

TRIBAL WORLDWIDE HONG KONG

Unit 1201, Core E, Cyberport 3,
100 Cyberport Road, Hong Kong
Tel: +852 2828 0328
Fax: +852 2827 2700
Email: leo.tsui@hk.tribalworldwide.com
Website: www.tribalworldwide.com

Year Established

1997

Personnel

President of Tribal Worldwide Hong Kong
..... Leo Tsui
Executive Creative Director Marco Lam
No. of Employees
30+

Company Description

Tribal Hong Kong is the specialist of DDB Group Hong Kong, specializing in digital business transformation across web, mobile, apps, e/m-commerce, Adobe enterprise system, social media marketing and user experience consultancy. Tribal Worldwide is a global network with 60 offices worldwide and over 200 staff in Asia.

VIZZ DIGITAL GROUP

Unit 1109-1110, 11/F, Block B, Hoi Luen Industrial Centre, 55 Hoi Yuen Road, Kwun Tong, Kowloon, Hong Kong
Tel: +852 2793 9337; Fax: +852 2827 2326
Email: service@vizzgroup.com
Website: www.vizzgroup.com

Personnel

Chairman & Founder Jimmy Chan

WOW! COMMUNICATIONS GROUP LTD

Room 2305A, World Wide House,
19 Des Voeux Road, Central, Hong Kong
Tel: +852 2830 9913
Email: wayne@wgc.com.hk
Website: www.wgc.com.hk

Personnel

Managing Director Wayne Wong

WESTCOMZIVO LTD

Room 3306 Hopewell Center,
183 Queen's Road East, Hong Kong
Tel: +852 2285 8822; Fax: +852 2798 6997
Email: service@westcomzivo.com
Website: www.westcomzivo.com

Year of Establishment
2002

Personnel

Principal Director Amy Chow
Business Development Director
..... Raymond Hong

No. of Employee
40

Branches/Affiliates

FCL Group, FocusOne Communications Ltd

Company Profile

WestcomZivo Ltd is a specialist in web interactive and internet technology services. We are offering comprehensive technology solution including the highly acclaimed web content management and email marketing systems which have been widely adopted by local government and commercial entities.

WUNDERMAN HONG KONG

32/F, 118 Connaught Road West,
Hong Kong
Tel: +852 2298 3888
Email: maggie.tong@wunderman.com
Website: www.wunderman.com.cn

Personnel

General Manager Maggie Tong

X SOCIAL GROUP

Unit B, 5/F, No. 52 Hung To Road,
Kwun Tong, Kowloon, Hong Kong
Tel: +852 3568 9055
Fax: +852 3568 9030
Email: info@xsocialgroup.com
Website: www.xsocialgroup.com

Personnel

Chief Executive Officer Jackson Kwok

XON COMMUNICATIONS LTD

Room 6, 22/F Cheung Tat Centre,
18 Sheung Lee Street, Chai Wan, Hong Kong
Tel: +852 3118 0192
Fax: +852 2802 1311
Email: felix@theXON.com
Website: www.theXON.com

Personnel

Managing Director Felix Leung

YO-SO TECHNOLOGIES LTD

Room 3, 4/F Shun Fat Industrial Building,
17 Wang Hoi Road, Kowloon Bay, Hong Kong
Tel: +852 2815 0787
Email: jeff@yo-so.com
Website: www.yo-so.com

Personnel

General Manager Jeff Chui

ZIZSOFT LTD

Fiat 5, 15/F Kwai Cheong Centre,
50 Kwai Cheong Road, Kwai Chung, Hong Kong
Tel: +852 2246 8886
Fax: +852 3003 6204
Email: ivan.so@zizsoft.com
Website: www.zizsoft.com

Personnel

Managing Director Ivan So

INDIA

1LOTUS MARKETING RESEARCH SERVICES

LG16, Avior, Nirmal Galaxy,
LBS Marg, Mulund (W),
Mumbai 400080, India
Tel: +91 22 2591 9445
Email: arvind@1lotusresearch.com
Website: www.1lotusresearch.com

Personnel

Managing Director Arvind Pandit

72INTERACTIVE

D7 Vivek Vihar, Phase I,
New Delhi 110095, India
Tel: +91 98111 22212
Email: sales@72interactive.com
Website: www.72interactive.in

Personnel

Co-Founder & Strategist Amit Shroff

A&B

104, Building No 15, Namrata Building,
Shastri Nagar, Near ICICI Bank,
New Link Road, Goregaon (W),
Mumbai 400062, India
Tel: +91 99307 87082
Email: syed@aandb.xyz
Website: www.aandb.xyz

Personnel

CEO & Founder Syed Mamoon Hasan

ACODEZ IT SOLUTIONS PVT LTD

1/3446D, Sivam Complex, Westhill PO,
Kerala, Calicut 673005, India
Tel: +91 95446 68844
Email: rithesh@acodez.in
Website: www.acodez.in

Personnel

Director, Sales & Marketing
..... Rithesh Narikkad

ADGLOBAL360 INDIA PVT LTD

Plot No 388, Udyog Vihar Phase 3, Haryana,
Gurgaon 122016, India
Tel: +91 78270 10456
Email: nikhil.sharda@adglobal360.com
Website: www.adglobal360.com

Personnel

Digital Evangelist Nikhil Sharda

AFFIPERF INDIA

6/F, Tower C, DLF Building No. 8,
DLF Cyber City Phase 2, Haryana,
Gurgaon 122002, India
Tel: +91 124 468 4400
Fax: +91 124 468 4499
Email: sumit.singh@havasmedia.com
Website: www.affiperf.com

Personnel

Head of Affiperf Sumit Singh

ARIEL SOFTWARE SOLUTIONS PVT LTD

No 968, Sector 82, Jpl Industrial Park, Mohali,
Punjab 140306, India
Tel: +91 95691 01121
Email: info@arielsoftwares.com
Website: arielsoftwares.com

Personnel

CEO & Founder Amit Chawla

BAY LEAF INTEGRATED COMMUNICATION SOLUTIONS LLP

320, Unique Industrial Estate,
Twin Tower Lane, Prabhadevi,
Mumbai 400025, India
Tel: +91 22 2430 5695
Email: allwyn@bayleafglobal.com
Website: www.bayleafglobal.com

Personnel

President and Co-Founder .. Allwyn Ivan D'Souza

BC WEB WISE PVT LTD

Mahalaxmi Engineering Estate,
L.J. Cross Road No 1, Mahim (W),
Mumbai 400016, India
Tel: +91 22 6767 4000
Email: info@bcwebwise.com
Website: www.bcwebwise.com

Personnel

Founder & Managing Director

..... Chaaya Baradhwaaj

BLUE ANT DIGITAL INTELLIGENCE PVT LTD

B-15 LGF, Greater Kailash Enclave II,
New Delhi 110048, India
Tel: +91 99101 50219
Email: headant@blueant.in
Website: blueant.in

Personnel

Director Arjun Jassal

BUGTREAT TECHNOLOGIES

11/1B, G.V. Complex, S.S. Colony,
Bypass Road, Madurai,
Tamil Nadu 625016, India
Tel: +91 452 425 0250
Email: support@bugtreat.com
Website: www.bugtreat.com

Personnel

Chief Executive Officer Shah Ershad

CENTRUM MEDIA TECH PVT LTD

1, Unitech Trade Centre,
Sushant Lok-1, Sector 43,
Gurgaon 122002, India
Tel: +91 98185 10088
Email: saurabh@centrummedia.com
Website: www.centrummedia.in

Personnel

Director Saurabh Sinha

CHENNAIWEBS

New No. 61, Old No 36, 2/F, Arcot Road,
Kodambakkam, Chennai 600024,
India
Tel: +91 98848 68777
Email: info@chennaiwebs.com
Website: www.chennaiwebs.com

Personnel

Marketing Manager Abdulla Prabath

CODEAXIA DIGITAL SOLUTIONS LLP

Mahagun Moderne, Sector 78,
Uttar Pradesh, Noida 201301,
India
Tel: +91 88265 48369
Email: codeaxia@gmail.com
Website: www.codeaxia.com

Personnel

Co-Founder, Partner Vaibhav Gupta

COLOURCRAFT STUDIO

203 Rajan House, Prabhadevi,
Mumbai 400025,
India
Tel: +91 22 4002 0025
Email: ankit@colourcraftstudio.co.in
Website: www.helloccs.com

Personnel

Owner Ankit Jain

CREATIVE INTERACTIVE

#1006, Kanakapura Main Road,
JP Nagar 1st Phase, Bangalore 560078,
India
Tel: +91 96207 02240
Email: reznikumar@gmail.com
Website: www.creativeinteractive.in

Personnel

Creative Director Reznik Umar

CREATIVE WEB MALL (INDIA) PVT LTD

130, Damji Shamji Industrial Estate,
L.B.S Marg, Vikhroli West, Surya Nagar,
Mumbai 400083, India
Tel: +91 99300 03939
Email: info@creativewebmall.com
Website: www.creativewebmall.com

Personnel

Managing Director Sony Surana

D YELLOW ELEPHANT

Unit 701, 7/F Palm Court Building,
Sukhrali Chowk, Sector 14,
Gurgaon 122001, India
Tel: +91 124 438 8851
Email: converse@dyellowelephant.com
Website: dyellowelephant.com

Personnel

Managing Partner Aman Gupta

DENTSUA AEGIS NETWORK INDIA

6th Floor, B Wing,
Poonam Chambers,
Dr. Annie Besant Road,
Mumbai 400018, India
Tel: +91 22 3024 8100
Fax: +91 22 3024 8125
Email: ashish.bhasin@dentsuaegis.com

Personnel

Chairman & CEO South Asia Ashish Bhasin

DGM INDIA

Smile Building Plot 426, Udyog Vihar, Phase 3,
Gurgaon 122016, India
Tel: +91 124 473 4600
Email: anurag@svgmedia.in
Website: www.dgm-india.com

Personnel

Managing Director Anurag Gupta

DIGITAL ARTS NETWORK (DAN) INDIA

Gurgaon NCR Office
Global Business Square, Ground Floor 05,
Plot No. 32, Sector 44, Gurugram.
Haryana 122002, India
Tel: +91 124 474 6050
Email: govind.pandey@digitalartsnetwork.com
amitesh.rao@digitalartsnetwork.com
Website: www.digitalartsnetwork.com

Personnel

Chief Executive Officer Govind Pandey

Mumbai Office

G-11/12, Paragon Centre, Opp. Century Mills,
Pandurang Budhkar Marg, Worli,
Mumbai 400013, Maharashtra, India
Tel: +91 22 4354 6666
Email: govind.pandey@digitalartsnetwork.com
Website: www.digitalartsnetwork.com

Personnel

Chief Executive Officer Govind Pandey

DIGITAS INDIA (AHMEDABAD)

Unit 1201-1209, 12/F Sun Square,
Near Regenta Central Antarium Hotel,
Girish Coldring Cross Road, Off C. G. Road,
Ahmedabad 380009, India
Tel: +91 79 4906 6400
Email: amresh.godbole@digitas.com
Website: www.digitas.com/en-in/

Personnel

Managing Director Amaresh Godbole

DIGITAS INDIA (MUMBAI)

17/F, Tower A, Urmi Estate, Ganpatrao Kadam
Marg, Lower Parel (W), Mumbai 400013, India
Tel: +91 22 3007 3600
Email: amresh.godbole@digitas.com
Website: www.digitas.com/en-in

Personnel

Managing Director Amaresh Godbole

DIGITAS INDIA (NEW DELHI)

90D, Sector 18, Udyog Vihar Phase IV,
Haryana, Gurgaon 122015, India
Tel: +91 124 389 3336
Email: amresh.godbole@digitas.com
Website: www.digitas.com/en-in

Personnel

Managing Director Amaresh Godbole

DOT COM INFOWAY

Plot No 3, Vaigai Colony 1st Floor, Anna Nagar,
Madurai Tamil Nadu, Mumbai 625020, India
Tel: +91 45 2252 2257
Email: ask@dotcominfoway.com
Website: www.dotcominfoway.com

Personnel

Chief Executive Officer Venkatesh C. R.

DT DIGITAL (INDIA)

(Member of Bluefocus Communication Group
(Public Company, SZSE:300058), 10/F, S P
Mukharjee Road, Kolkata 700025, India
Email: cs.in@dtindiaasia.com
Website: www.dtdigitalasia.com

ECSELIS INDIA

6-3-899/2, 2/F Swathi Plaza, Somajiguda
Rajbhavan Road, Hyderabad 500082, India
Tel: +91 40 6663 3776; Fax: +91 40 6661 39968
Email: ankur.maheshwari@ecselis.com
Website: www.ecselis.com

Personnel

Head Analytics and Operations
..... Ankur Maheshwari

ENCIRCL LLC

101 Amariyothi HBCS Layout,
Domlur, Bengaluru 560071, India
Tel: +91 80 4204 2734
Email: manju@encircl.com
Website: www.encircl.com

Personnel

Chief Executive Officer ..Manjunatha Kutarahalli

EPSILON INDIA

Unit 218, 2nd Floor, Alpha, Hiranandani Gardens, Powai, Mumbai 400076, India
Tel: +91 2261100217

EVOLVE BRANDS PVT LTD

249G, Level 2, AIHP Tower, Udhogy Vihar Phase IV, Gurgaon 122015, India
Tel: +91 1244830943; Fax: +91 1244830999
Email: kjs@evolvebrands.com
Website: www.evolvebrands.com
Personnel
CO-Founder & Managing Director KJ Singh

EXPERIENCE COMMERCE

Ground Floor, Dhana Singh Processors Compound, Wazir Glass Lane, Off Andheri Kurla Road, J.B. Nagar, Andheri (E), Mumbai 400059, India
Tel: +91 2240054682
Email: sandip@experiencecommerce.com
Website: www.experiencecommerce.com
Personnel
Chief Executive Officer..... Sandip Maiti

GEEK CREATIVE AGENCY

No 509, 3rd Cross, 9th Main, HAL 2nd Stage, Indiranagar, Bangalore 560038, India
Tel: +91 8041256902
Email: mayank@geekcreativeagency.com
Website: www.geekcreativeagency.com
Personnel
Founder Director Mayank Agarwal

GINGER DOMAIN

73/75 Vithalwadi, Office No. 22, Kalbadevi Road, Mumbai 400002, India
Tel: +91 99674 13441
Email: arvind@gingerdomain.com
Website: www.gingerdomain.com
Personnel
Founder & CEO..... Arvind Kukreti

GOZOOP ONLINE PVT LTD

5/F, Prime Corporate Park, Sahar Road, Near ITC Maratha Hotel, Andheri (E), Mumbai 400099, India
Tel: +91 2261943200
Email: bansi@gozoop.com
Website: www.gozoop.com
Personnel
Happiness Officer..... Banshi Raja

GRAFFITI COLLABORATIVE

#227, 1st Main Road, Domlur 2nd Stage, Bangalore 560071, India
Tel: +91 98447 72913
Email: nakul@thegraffiti.co
Website: www.thegraffiti.co
Personnel
Business Custodian Nakul M Dev

GREY GROUP INDIA

Grey House, 28, Dr. E. Borges Road, Parel, Mumbai 400012, India
Tel: +91 2240366200
Fax: +91 2240366220
Email: yash.samat@grey.com
Website: www.grey.com/india
Personnel
Chairman & Managing Director Yashaswini Samat

GREY MUMBAI

Grey House, 28, Dr. E. Borges Road, Parel, Mumbai 400012, India
Tel: +91 2240366363
Fax: +91 2240366210
Email: vineet.singh@grey.com
Website: www.grey.com/india
Personnel
Vice President & Office Head..... Vineet Singh

GREY DIGITAL INDIA

Grey House, 28, Dr. E. Borges Road, Parel, Mumbai 400012, India
Tel: +91 2240366363
Fax: +91 2240366220
Email: yash.samat@grey.com
Website: www.grey.com/india
Personnel
Chairman & Managing Director Yashaswini Samat

GREY DELHI NCR

Grey House, Sheldon, 3rd Floor, Plot No. #91 Sector 44, Gurugram 122003, India
Tel: +91 1244973200; Fax: +91 1244973209
Email: yash.samat@grey.com
Website: www.grey.com/india
Personnel
Chairman & Managing Director Yashaswini Samat

GREY BANGALORE

Grey House, No. 3699/A, 13th D Main, 9th Cross, Hal 2nd Stage, Bangalore 560008, India
Tel: +91 8043578181; Fax: +91 8043578120
Email: yash.samat@grey.com
Website: www.grey.com/india
Personnel
Chairman & Managing Director Yashaswini Samat

GROUPM INDIA

Commerz 8th Floor, International Business Park, Oberoi Garden City, Goregaon East, Mumbai 400063, India
Tel: +91 2242399616
Email: lakshmi.narasimhan@groupm.com
Website: www.groupm.com
Personnel
Chief Growth Officer - South Asia Lakshmi Narasimhan

GROWTHWELL CONSULTING PVT LTD

B-705/706 Kanara Business Center, Behind Everest Gardens, Laxmi Nagar, Ghatkopar (E), Mumbai, India
Tel: +91 2225004517
Email: kapil@growthwell.com
Website: growthwell.com
Personnel
Director Kapil Sanghavi

IDEATELABS

Level 5 Reliable Business Centre, Opp Heera Panna Mall, Oshiwara, Andheri (W), Mumbai 400102, India
Tel: +91 2261578888; Fax: +91 2261578899
Email: info@ideate.com
Website: www.ideatelabs.in
Personnel
Founder & Managing Director Amit Tripathi

INBOUND MANTRA

259, Block B1, Spaze iTech Park, Sector 49, Gurgaon 122018, India
Tel: +91 9717240021
Email: raj@inboundmantra.com
Website: www.inboundmantra.com
Personnel
CEO & Managing Director Rajagopalan C

INTERACTIVE AVENUES PVT LTD

3rd Floor, Chhibber House, M Vasanji Road, Opposite Pop Tate's, Near Sakinaka Metro Station, Andheri East, Mumbai 400072, India
Tel: +91 2262645000
Email: harish.lyer@interactiveavenues.com
Website: interactiveavenues.com
Personnel
Vice President, Media Planning & Buying Harish lyer

INTERAKT DIGITAL SOLUTIONS PVT LTD

6/F P M Tower, 37 Greams Road, Chennai 600006, India
Tel: +91 445600800
Email: redickaa@interaktco.com
Website: www.interaktco.com
Personnel
Chief Executive Officer... Redickaa Sundaram

IPIX TECHNOLOGIES PVT LTD

1st Floor, Sahya Building, Govt Cyber Park, Nellikode (PO), Calicut 673016, India
Tel: +91 9544800204
Email: enquiry@ipixtechnologies.com
Website: www.ipixtechnologies.com
Personnel
Digital Marketing Analyst Sabisha Nath

ISOBAR INDIA

B Wing, 4/F, Poonam Chambers, Dr Annie Besant Road, Worli, Mumbai 400018, India
Tel: +91 2233619400
Email: shamsuddin.jasani@isobar.com
Website: www.isobar.com
Personnel
Managing Director Shamsuddin Jasani

ITCOMBINE

C-37, Block C, Sector 6, Uttar Pradesh, Noida 201301, India
Tel: +91 9818442666
Email: pl@itcombine.com
Website: www.itcombine.com
Personnel
Director Praveen Lohani

KARMA TECH MEDIAWORKS PVT LTD

Unit 910-911 West End Mall, Janakpuri West, New Delhi 110058, India
Tel: +91 1145588429
Fax: +91 1141589588
Email: rahul.khosla@karmatech.in
Website: www.karmatech.in
Personnel
General Manager Rahul khosla

KROSSCONNECT MEDIA PVT LTD

A13/1 SFSSaket, New Delhi 110017,
India
Tel: +91 9811068390
Email: aparna@krossconnect.net
Website: www.krossconnect.net

Personnel

Director Aparna Taneja

LAW & KENNETH SAATCHI & SAATCHI PVT LTD

Urmi Estate, Tower A, 22nd Floor,
95, Ganapatrao Kadam Marg, Lower Parel
(W), Maharashtra, Mumbai 400013,
India
Tel: +91 2261460000
Fax: +91 2261460032
Email: praveen.kenneth@ksaatchi.com
Website: lksaatchi.com
Personnel
Co-owner, Chairman & Managing Director
..... Praveen Kenneth

LINTERACTIVE

(Digital Marketing & Transformation Division),
Phoenix House, B Wing- 3rd Floor, S. B Marg,
Lower Parel, Mumbai 400013, India
Tel: +91 22 5085 4721 / 4600
Email: Sumanta.Ganguly@linteractive.in
Website: www.linteractive.in
Personnel
Executive Vice President.... Sumanta Ganguly

LOGICSPICE

House #8, Indira Nagar, Opp. Gopalpura Turn,
Tonk Road, Jaipur 302018, India
Tel: +91 141 402 1056
Email: manish@logicpsice.com
Website: www.logicpsice.com
Personnel
CEO & Founder Manish Shrimal

MINDSHARE INDIA - BANGALORE

2nd Floor, Mahalaxmi Chambers,
29 MG Road, Bangalore 560001, India
Tel: +91 80 4119 3100
Fax: +91 80 4113 3030
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MAGNONTBWA

Delhi NCR Office
Magnon House C-168, Sector-63,
Noida 201307, India
Tel: +91 120 458 6700
Email: joydeep.kaira@magnontbwa.com
Website: www.magnontbwa.com
Personnel
Founder & Chairman Vineet Bajpai
Managing Director Nitin Naresh

Mumbai Office

101, Aarus Chambers, SSAmrutwar Marg,
Worli, Mumbai 400013, India
Tel: +91 22 40141105/40161105
Email: abhishek.patade@magnontbwa.com
Website: www.magnontbwa.com
Personnel
Regional Manager Abhishek Patade

MAGNON EG+

Magnon House C-168, Sector-63,
Noida 201307, India
Tel: +91 120 458 6700
Email: naved.aqueel@magnon-egplus.com
Website: www.magnon-egplus.com
Personnel
Founder & Chairman Vineet Bajpai
Managing Director Vivek Merani

MINDSHARE INDIA - MUMBAI (HQ)

7th Floor, Commerz, International Business
Park, Oberoi Garden City, Off. Western Express
Highway, Goregaon (E),
Mumbai 400063, India
Tel: +91 22 42398777
Fax: +91 22 42398533
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - CHENNAI

House of Media, New No. 13, Old No. 7, 5th
Main Road, Nandanam Extension, Nandanam,
Tamilnadu, Chennai 600035, India
Tel: +91 44 4289 1000; Fax: +91 44 4289 1050
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - DELHI

6th Floor, Tower A, Building No. 9,
DLF Cyber City, Phase III, Gurgaon, India
Tel: +91 124 4519 3000; Fax: +91 124 4519 627
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - HYDERABAD

203 & 204, Mahavir House,
Basheer Bagh Cross Road,
Hyderabad 500029, India
Tel: +91 40 4260 6858
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - KOCHI

CC 34/1930, BTS Road, Near Changampuzha
Park, Edappally PO, Kochi 682024, India
Tel: +91 484 234 2236/+91 484 234 2237
Fax: +91 484 234 2247
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - KOLKATA

Omega Building, Bengal Intelligent Park,
18th Floor, Plot No A2, M2 & N2 Block EP & GP
Sector V, Salt Lake Electronic Complex,
Kolkata 700091, India
Tel: +91 33 4407 5000
Fax: +91 33 4407 5027
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - South Asia Prasanth Kumar

MOBEXT INDIA

Valencia, 4F, Raj Kamal Marg, Dr. S.S Rao Road,
Next to Citi Tower, Mumbai 400012, India
Tel: +91 22 4360 4000
Fax: +91 22 4360 4055
Email: rohan.chincholi@havasmedia.com
Website: www.mobext.com
Personnel
Head of Mobext Rohan Chincholi

MOHITE DIGITAL SERVICES

56/445, Sant Tukaram Nagar,
Pimpri, Pune 411018, India
Tel: +91 9922490853
Email: sales@mohtigitalditalservices.com
Website: www.mohtigitalditalservices.com
Personnel
Digital Marketing Consultant.... Vinod Mohite

MRM//McCANN NEW DELHI

8 Balaji Estate, Guru Ravidass Marg,
Kalkaji, New Delhi 110019, India
Tel: +91 11 4191 3464
Fax: +91 11 2628 1034
Email: mandeep.sharma@mccann.com
punet.kapoor@mrmm-mccann.com
navneet.bakshi@mrmm-mccann.com
Website: www.mrm-mccann.com
Personnel
Executive Vice President .. Mandeep Sharma
Senior Vice President &
General Manager - India Punet Kapoor
CSD & Office Manager Navneet Bakshi

MRM//McCANN BANGALORE

Rajashree Saroja Plaza, 34/1,
Andree Road, Bangalore 560027, India
Tel: +91 80 4243 0400
Fax: +91 80 4291 1222
Email: parthiban.d@mrmm-mccann.com
Website: www.mrm-mccann.com
Personnel
Associate Vice President Parthiban D

MRM//McCANN MUMBAI

F-Block, Voltas House T. B. Kadam Marg,
Chinchpokli (E), Mumbai 400033,
Maharashtra, India
Tel: +91 22 6668 7777; Fax: +91 22 6668 7800
Email: abhishek.kumar@mrmm-mccann.com
Website: www.mrm-mccann.com
Personnel
Assistant Vice President Abhishek Kumar

NETBIZ SYSTEMS PVT LTD

8th Floor, Vishwaroop IT Park, Behind
Raghuveela Mall, Vashi Railway Station, Vashi,
Navi, Maharashtra, Mumbai 400705, India
Tel: +91 22 4048 0300; Fax: +91 22 4048 0320
Email: spjain@netbiz.in
Website: www.netbiz.in
Personnel
Managing Director SP Jain

NEURONIMBUS SOFTWARE SERVICES PVT LTD

Unit 302, 3F, Welldone Tech Park, Sector 48,
Sohna Road, Gurgaon 122002, India
Tel: +91 85 8886 7102
Email: hitesh@neuronimbus.com
Website: www.neuronimbus.com
Personnel
Chief Executive Officer Hitesh Dhawan

NORJIMM PVT LTD

Norjimm Pvt Ltd, UL Cyberpark Calicut,
Calicut, India
Tel: +91 0495 2351276
Email: info@norjimm.com
Website: www.norjimm.com

Personnel

Vice President Ajith MK

NOTO IT SOLUTIONS

8/266, Malviya Nagar, Shaheed Amit
Bhardwaj Marg, Jaipur 302017, India
Tel: +91 141 410 7496

Email: vipin@notosolutions.com

Website: www.notosolutions.com

Personnel

Chief Executive Officer Vipin Mathur

OGILVY BANGALORE

Level 6, 5/F Bagmane Laurel,
65/2 Bagmane Tech Park,
CV Raman Nagar, Byrasandra,
Bangalore 560093, India
Tel: +91 80 4436 0360
Fax: +91 80 4434 4370

Email: titi.ghosh@ogilvy.com

Website: www.ogilvy.com

Personnel

Vice President Tithi Ghosh

OGILVY CHENNAI

139/140, Marshalls Road, Egmore,
Chennai 600008, India
Tel: +91 44 4436 0360
Fax: +91 44 4434 4370
Email: ravikumar.rajagopal@ogilvy.com

Website: www.ogilvy.com

Personnel

Head of Office Ravikumar Rajagopalan

OGILVY GURGAON

Tower A, 6-8 Floors, Global Business Park,
Mehrauli-Gurgaon Road, Gurgaon 122002,
India
Tel: +91 124 476 0760
Fax: +91 124 474 4370
Email: kapil.arora@ogilvy.com

Website: www.ogilvy.com

Personnel

President Kapil Arora

OGILVY KOLKATA

1, Auckland Place, 3rd Floor,
Kolkata 700017, India
Tel: +91 33 4436 0360
Fax: +91 33 4434 4370
Email: kunal.jeswani@ogilvy.com

Website: www.ogilvy.com

Personnel

Chief Executive Officer Kunal Jeswani

OGILVY MUMBAI

11-14 Floor, Commerz International Business
Park, Oberoi Garden City,
Off Western Express Highway,
Goregaon (East), Mumbai 400063,
India
Tel: +91 22 4436 0360
Fax: +91 22 4434 4370
Email: kunal.jeswani@ogilvy.com

Website: www.ogilvy.com

Personnel

Chief Executive Officer Kunal Jeswani

ORION DIGITAL

231, 2/F Kuber Complex,
Opp Laxmi Indl. Estate, New Link Road,
Mumbai 400058, India
Tel: +91 900 4857 914
Fax: +91 22 6236 4080
Email: kj@orionpr.in
Website: www.oriondigital.in

Personnel

Principal Consultant & CEO Khalid Jamal

PINK LEMONADE COMMUNICATIONS PVT LTD

313/1, 7th Cross, Patel Rama Reddy Cross,
Domlur Layout, Bangalore 560071, India
Tel: 91 9845000342

Email: reachus@pinklemonade.in

Website: pinklemonade.in

Personnel

Director & Co-Founder Tina Garg

POSTBOX COMMUNICATIONS

Unit C-115 Dattani Plaza, East West Industrial
Estate, Safed Pool, Andheri Kurla Road,
Andheri (E), Mumbai 400072, India
Tel: +91 22 4122 4199

Email: contact@postboxcommunications.com

Website: www.postboxcommunications.com

Personnel

Founder Ashish Gandhi

POSTBOX SOCIAL

Unit C-115 Dattani Plaza, East West Industrial
Estate, Safed Pool, Andheri Kurla Road,
Andheri (E), Mumbai 400072,
India

Tel: +91 22 4122 4199

Email: info@postboxsocial.com

Website: www.postboxsocial.com

Personnel

Founder Ashish Gandhi

PRATHAM VISION PVT LTD

C-260, Sector 63, Noida 201301,
India
Tel: +91 99107 19996
Email: mukes@prathamvision.com

Website: www.prathamvision.com

Personnel

Founder Mukesh Sharma

RAGE COMMUNICATIONS PVT LTD

97 Santhome High Road, Minerva,
Tamil Nadu, Chennai 600028,
India
Tel: +91 44 4291 5800
Email: neville@whatarage.com

Website: www.whatarage.com

Personnel

Head of India Business Neville Medhora

RAY CREATIONS INFOSOFT PVT LTD

T4/44 Signature Homes,
Raj Nagar Extension, NH-58,
Uttar Pradesh, Ghaziabad 201002,
India
Tel: +91 98100 60742

Email: amrit@raycreations.net

Website: www.raycreations.net

Personnel

Director Amrit Ray

REPRISE INDIA

Plot 15, 4th Floor, Sector 44, Haryana,
Gurgaon 122012, India
Tel: +91 22 6264 5400
Email: anjali.hegde@reprise.com

Website: www.reprisemedia.in

Personnel

Chief Executive Officer Anjali Hegde

SILVER STROKE COMMUNICATIONS PVT LTD

Office No 1102, 11/F Galleria Towers,
DLF Phase 4, Gurugram, India
Tel: +91 124 405 9418

Email: gauravnarula@

silverstrokecommunications.com

Website:

www.silverstrokecommunications.com

Personnel

Director Gaurav Narula

SOCIAL BEAT

326, 6/F Fountain Plaza, Pantheon Road,
Egmore, Chennai 600008,
India

Tel: +91 44 4206 5648

Email: enquiry@socialbeat.in

Website: www.socialbeat.in

Personnel

Co-Founder Vikas Chawla

SOCIALYSE INDIA

6/F, Tower C, DLF Building No. 8,
DLF Cyber City Phase 2, Haryana,
Gurgaon 122002, India
Tel: +91 124 468 4400
Fax: +91 124 468 4499

Email: sumit.singh@havasmedia.com

Website: www.havasmedia.com

Personnel

Head of Sociallyse Sumit Singh

T TECHNOLOGIES

911, Ghanshyam Enclave,
Besides Laji Pada Police Station,
Link Road, Kandivali West,
Mumbai 400067, India
Tel: +91 22 2867 5959

Email: joquim.ttechnologies@gmail.com

Website: www.ttechnologies.in

Personnel

Director Kunal Ajmera

TEAM MANGO MEDIA PVT LTD

No. 23, Parameswari Nagar 3rd Street,
Adyar, Chennai 600020,
India

Tel: +91 44 2446 6454

Email: rajesh@themangomedia.com

Website: www.themangomedia.com

Personnel

Director N. Rajesh Kumar

TIMEUS INTERACTIVE SERVICES PVT LTD

8, Balaji Estate, Guru Ravidass Marg,
Kalkaji, New Delhi 110019,
India
Tel: +91 11 4058 2783

Email: amitesh@timeus.net

Website: www.timeus.net

Personnel

Chief Executive Officer Amitesh Roy

TO THE NEW DIGITAL

4/F, Tower B, Logix Techno Park, Sector 127,
Noida, India
Tel: +91 120 460 1883
Email: deepak.mittal@tothenew.com
Website: www.tothenew.com
Personnel
Chief Executive Officer.....Deepak Mittal

TRACK DDB INDIA

Mudra House, Opp. Grand Hyatt,
Santacruz East, Mumbai 400 055,
India
Tel: +91 22 6295 0808
Fax: +91 22 3308 0304
Email: rajiv.sabinis@ddbgroup.com
Website: www.ddbmudragroup.com
Personnel
Executive Director,
DDB Mudra Group.....Rajiv Sabinis

22FEET TRIBAL WORLDWIDE INDIA - MUMBAI

Mudra House, Opp. Grand Hyatt,
Santacruz East, Mumbai 400 055, India
Tel: +91 22 6295 0808
Fax: +91 22 3308 0304
Email: deepak@22feettribalworldwide.com
Website: www.22feettribalworldwide.com
Personnel
Chief Executive Officer,
22feet Tribal Worldwide.....Deepak Nair

22FEET TRIBAL WORLDWIDE INDIA - BENGALURU

Golf View Homes, 24 Wind Tunnel Road,
Off HAL Airport Road, Murugeshpalya,
Bengaluru 560017, India
Tel: +91 80 6718 3700
Email: deepak@22feettribalworldwide.com
Website: www.22feettribalworldwide.com
Personnel
Chief Executive Officer,
22feet Tribal Worldwide.....Deepak Nair

VML INDIA

Unit 1501C, 15th Floor, Tower One,
One Indiabulls Centre, Tower One,
Senapati Bapat Marg, Mumbai 400013, India
Tel: +91 22 7145 5455
Email: tripti.lochan@vml.com
Website: www.vml.com/se-asia/
Personnel
Chief Executive Officer.....Tripti Lochan

VML INDIA - GURGAON

Floor No. 2, Tower 9B, DLF Cyber City,
DLF Phase III, Gurgaon 122002, India
Tel: +91 22 7145 5455
Email: tripti.lochan@vml.com
Website: www.vml.com/se-asia/
Personnel
Chief Executive Officer.....Tripti Lochan

WEBSITE DESIGN COMPANY

Unit 708, 7/F, DN 51, Merlin Infinite,
Sector V, Salt Lake, West Bengal,
Kolkata 700091, India
Tel: +91 33 4001 2296
Email: sudipto@rkwebsolutions.com
Website: www.websitedesign.co.in
Personnel
Digital Marketing Head. Sudipto Chakraborty

WINDZOOM TECHNOLOGIES

A2/610 Palladium Building, Corporate Road,
Makarba Ahmedabad, Gujarat, India
Tel: +91 9904713335
Email: info@windzoom.com
Website: www.windzoom.com
Personnel
Project Manager.....Maulik Gajjar

WUNDERMAN INTERNATIONAL INDIA

New Delhi
5th Floor, Enkay Centre,
Vanijya Nikunj, Udhayg Vihar,
Phase V, Gurgaon - 122016, India
Tel: +91 124 47 11 399
Email: Manoj.Mansukhani@wunderman.com
Website: www.wunderman.com
Personnel
Managing DirectorManoj Mansukhani

Mumbai
Grey House, 28, Dr E Borges Road,
Opp Dr Shirodkar High School,
Parel, Mumbai, Maharashtra 400012,
India
Tel: +91 22 4036 6363
Fax: +91 22 6704 9578
Email: Manoj.Mansukhani@wunderman.com
Website: www.wunderman.com
Personnel
Managing DirectorManoj Mansukhani

WUNDERMAN PRODUCTION

11th Floor, Tower 8C DLF Cyber City,
Gurgaon, Haryana 122002, India
Tel: +91 124 47 11 376
Fax: +91 124 4218 530
Email: Lavdeep.Singh@wunderman.com
Website: www.wundermanproduction.com
Personnel
Managing DirectorLavdeep Singh

XEBEC DIGITAL

Cybernex, 1st Floor, North Wing, 399 Shankar
Sheth Road, Pune 411037, India
Tel: +91 2067315555; Fax: +91 2067315599
Email: kiran.bhat@xebecindia.com
Website: www.xebecdigital.com
Personnel
Managing DirectorKiran Bhat

INDONESIA

AFFIPERF INDONESIA

Menara Sentraya 11F, Jl. Iskandarsyah Raya No.
1A, Kebayoran Baru, Jakarta 12160, Indonesia
Tel: +6221 2788 2441; Fax: +6221 2788 2443
Email: anwesh.bose@havasmg.com
Website: www.havasmedia.asia
Personnel
Chief Executive Officer.....Anwesh Bose

AITINDO

Jl. Kebayoran Lama No. 5, Jakarta Selatan,
DKI Jakarta, Jakarta 12210, Indonesia
Tel: +6221 2567 5484; Fax: +6221 2567 5484
Email: raymon.setiadi@aitindo.com
Website: aitindo.com
Personnel
Chief Executive Officer.....Raymon Setiadi

AJITA

Ruko Permata Regency B16, Jl. Haji Kelik,
Srengseng, Jakarta 11630, Indonesia
Tel: +6221 5890 4454
Fax: +6221 5890 4464
Email: geri.fertino@ajita.co.id
Website: www.ajita.co.id
Personnel
Managing DirectorGeri Fertino

BIG IN DIGITAL

Jalan Rambai No 6, Jakarta 12130,
Indonesia
Tel: +6287 878 251 717
Email: sales@bigindigital.com
Website: www.bigindigital.com
Personnel
Chief Executive Officer.....Mario Gandha

PT BUZZO DIGITAL INDONESIA (BUZZOHERO.COM)

Kebon Jeruk Business Park Blok I No 7, Jl
Meruya Ilir No 88, Jakarta 11620, Indonesia
Tel: +62 21 3006 7981
Email: andy@buzzohero.com
Website: www.buzzohero.com
Personnel
Chief Executive Officer.....Andy Tan

PT DANISWARA AMANAH Cipta (I-DAC INDONESIA)

1st Fl., Recapital Building, Jl. Adityawarman
No.55, Kebayoran Baru, Jakarta Selatan,
Jakarta 12160, Indonesia
Tel: +6221 7279 1225
Website: www.i-dacasia.com

DEFINITE

Jl. Senayan No 67, Jakarta 12180,
Indonesia
Tel: +6221 7396 426
Email: dimas@definite.co.id
Website: definite.co.id
Personnel
Managing DirectorHarya Dimas

DENTSU AEGIS NETWORK

35F, Menara Sentraya, Jl. Iskandarsyah 1A,
Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +6221 2788 2888
Fax: +6221 2788 1978
Email: newbusiness.ID@dentsuaegis.com
Website: www.dentsuaegisnetwork.com
Personnel
Country CEOSK Biswas

DGTRAFFIC INDONESIA

14th Floor, Menara Thamrin, Jl. MH. Thamrin
Kav.3, Jakarta 10250, Indonesia
Tel: +6221 3193 6552
Fax: +6221 3193 6711
Email: david@dgtraffic.com
Website: www.dgtraffic.com
Personnel
Director of ProductionDavid Christianto

PT DIGITAL MARKETING INDONESIA

12th Fl., Prudential Tower, Jl. Jend.
Sudirman Kav 79, Jakarta 12910,
Indonesia
Tel: +6221 2902 6536

ECSELIS INDONESIA

Menara Sentraya 11F,
Jl. Iskandarsyah Raya No. 1A,
Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +622127882441
Fax: +622127882443
Email: anwesh.bose@havasmg.com
Website: www.havasmedia.asia

Personnel

Chief Executive Officer.....Anwesh Bose

EMC SQUARE

Podomoro City Ruko GSAB/8DH,
Jl. S. Parman, Jakarta 11470, Indonesia
Tel: +622156957023; Fax: +622156957024
Email: eddy@emc-square.com
Website: www.emc-group

Personnel

Managing Director Eddy Yansen

GO MOBILE INDONESIA

Jalan H.R. Rasuna Said Kav. C-22,
RT.2/RW.5, Jakarta 12940, Indonesia
Tel: +6282247004265
Email: hi@gomobileagency.com
Website: www.gomobileagency.com

Personnel

Head of Global Business Development
..... Alex Drobson

GREY GROUP INDONESIA

Sentral Senayan 3-10th Floor,
Jl. Asia Afrika No.8, Gelora, Tanah Abang,
Central Jakarta 10270,
Indonesia
Tel: +622129660788
Fax: +622129660785
Email: rajuu.alluri@grey.com
Website: www.grey.com/indonesia

Personnel

President Director Subbaraju Alluri

GREY DIGITAL INDONESIA

Sentral Senayan 3-10th Floor,
Jl. Asia Afrika No.8, Gelora, Tanah Abang,
Central Jakarta 10270,
Indonesia
Tel: +622129660788
Fax: +622129660785
Email: rajuu.alluri@grey.com
Website: www.grey.digital

Personnel

President Director,
Grey Group Indonesia..... Subbaraju Alluri

GROUPM INDONESIA

Tempo Scan Tower 23rd Floor,
Jl. HR Rasuna Said, Kav 3-4,
Jakarta 12950, Indonesia
Tel: +622129227329
Email: samuel.vanel@groupm.com
Website: www.groupm.com

Personnel

Production Director-Digital..... Samuel Vanel

**PT HADYA WIRYA MAHIR
(H: DIGITAL INDONESIA)**

KMO Building, Suite 310,
Jl. Kyai Maja No. 1, Kebayoran Baru,
Jakarta 12120, Indonesia
Tel: +62217208793
Fax: +62217208792

IDEA IMAJI

Parahyangan Business Park, Blok D No 3 The
Suites Metro, Jl Soekarno-Hatta No 689B,
West Java, Bandung 40286, Indonesia
Tel: +622287793158
Email: gandra@ideaimaji.com
Website: www.ideaimaji.com

Personnel

Chief Marketing Officer... Mohamad Gandra

PT KREATIF PUTERA PERKASA

Ruko Kalideres Megah A, Jl. Peta Selatan -
Kalideres, Jakarta 11840, Indonesia
Tel: +622154377940
Fax: +622154393331
Email: nelly@actdisain.com
Website: www.actdigital.agency

Personnel

Business Development Manager
..... Nelly Kasih

MINDSHARE INDONESIA

Tempo Scan Tower, 23rd Floor,
Jl. H.R Rasuna Said, Kav 3-4,
Jakarta 12950, Indonesia
Tel: +622129227300
Fax: +622129201483
Email:
himanshu.shekhara@mindshareworld.com

Personnel

CEO, South East Asia..... Himanshu Shekhar

MIRUM JAKARTA

Menara Sentraya 26th Floor,
Iskandarsyah Raya Street No. 1A Melawai,
Jakarta Selatan, Jakarta 12130,
Indonesia
Tel: +622127882020
Email: daniel.vanleeuwen@mirumagency.com
Website: www.mirumagency.com

Personnel

Managing Director Daniel Van Leeuwen

MOBEXT INDONESIA

Menara Sentraya 11th Floor,
Jl. Iskandarsyah Raya No. 1A,
Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +622127882441
Fax: +622127882443
Email: asha.gourinath@mobext.com
Website: www.havasmedia.asia

Personnel

Business Director..... Asha Gourinath

MOVIO STUDIO

Jalan Intan RSPP No.3A PAV Cilandak,
Jakarta 12430, Indonesia
Tel: +622122706006
Email: arief@movio.id
Website: studio.movio.id

Personnel

Chief Executive Officer..... Arief Wicaksana

**PT NADI DIGITAL INDONESIA
(NEXT DIGITAL INDONESIA)**

Business Park Kebon Jeruk, Blok I No 7, Jl.
Meruya Ilir No 88, Jakarta 11620, Indonesia
Tel: +622130067981
Email: andy@nextdigital.co.id
Website: nextdigital.co.id

Personnel

Chief Executive Officer..... Andy Tan

OGILVY JAKARTA

Sentral Senayan III, 11F,
Jl. Asia Afrika, No. 8, Gelora Bung Karno -
Senayan, Jakarta 10270, Indonesia
Tel: +622129243000
Fax: +622129039259
Email: anne.ridwan@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer..... Anne Ridwan

RACK DIGITAL

15/F One Pacific Place,
Jl Jend Sudirman Kav 52-53,
Jakarta 12190, Indonesia
Tel: +622125502603
Email: hello@rackdigital.com
Website: rackdigital.com

Personnel

President Director Mumin Santoso

REDSpace

WIR Hub 2nd Floor, Jl. Panjang Raya No 70,
Kebon Jeruk, Jakarta 11530, Indonesia
Tel: +622153678064
Fax: +622153674611
Email: stefanus.alvie@redspace.asia
Website: www.redspace.asia

Personnel

Managing Director ... Stefanus Alvie Naditine

REPRISE INDONESIA

PT. Inter Pariwara Global Victoria Building,
5th Floor, Jl. Sultan Hasanuddin 47-51,
Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +62217254860
Fax: +62217254861
Email: aurellia.shinta@mbww.com

Personnel

Business Director..... Aurellia Shinta

SCIODIGITAL

28/F DBS Bank Tower, Ciputra World One,
Jl. Prof. Dr. Satrio Dav 3-5, Jakarta 12940,
Indonesia
Tel: +622129448465
Email: steve@sciodigital.com
Website: www.sciodigital.com

Personnel

Head of Marketing..... Steven Tjhin

SOCIALYSE INDONESIA

Menara Sentraya 11th Floor,
Jl. Iskandarsyah Raya No. 1A,
Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +622127882441
Fax: +622127882443
Email: kanyalia.francisca@socialyse.com
Website: www.havasmedia.asia

Personnel

Head of Social..... Kanyalia Francisca

THINK.WEB

Jl. Mendawai 1 No 45, Bulungan,
Jakarta 12130, Indonesia
Tel: +622172787478
Fax: +62217207609
Email: rama@think.web.id
Website: www.think.web.id

Personnel

Co-Chief Executive Officer Ramya Prajna S

TRIBAL ROUNDTABLE LIBERTY

Gedung SOVEREIGN PLAZA Lantai 5D,
Jl. TB Simatupang Kav. 35,
Cilandak Barat, Selatan, Jakarta,
Indonesia
Tel: +62 8111 55 0523
Email: rashid@roundtable-asia.com
Personnel
Managing Partner Rashid Sidek

VML INDONESIA

Menara Jamsostek, Gedung Utara 15 Floor,
Jl. Jend. Gatot Subroto Kav. 38,
Jakarta 12710, Indonesia
Tel: +62 21 250 1595
Fax: +62 21 250 1583
Email: tripti.lochan@vml.com
Website: www.vml.com/se-asia
Personnel
Chief Executive Officer Tripti Lochan

VOXLAB INDONESIA - PT CIPTA KARYA KENCANA

Rukan Permata Senayan C29,
Jl Tentara Pelajar, Jakarta 12210,
Indonesia
Tel: +62 21 5794 1365
Email: randy@voxlabs.co.id
Website: voxlabs.co.id
Personnel
Director Randy Phon

WUNDERMAN INDONESIA

Menara Jamsostek, Gedung Utara 12A Floor, Jl.
Jenderal Gatot Subroto Kav. 38,
Jakarta 12710, Indonesia
Tel: +62 21 250 1595
Fax: +62 21 250 1583
Email: Ashley.Amanna@wunderman.com
Website: www.wunderman.com
Personnel
General Manager Ashley Amanna

PT XION

21/F K-Link Tower,
Jl. Gatot Subroto No 59A, Kuningan,
Jakarta 12950, Indonesia
Tel: +62 21 2920 1555
Fax: +62 21 2920 1556
Email: wendy@thexion.com
Website: www.aleph-labs.com
Personnel
Chief Executive Officer Wendy Novianto

YDIGITAL ASIA - INDONESIA

Level 2, Tower 1, MD Place, Jl. Setiabudi
Selatan No 7, Jakarta 12910, Indonesia
Tel: +62 21 2951 9993
Email: peter@ydigital.asia
Website: www.ydigital.asia
Personnel
Chief Executive Officer Peter Haarmark

ZENITH INDONESIA

Menara Jamsostek 22/F South Tower,
Jl. Jend. Gatot Subroto No. 38,
Jakarta 12710, Indonesia
Tel: +62 21 252 5476
Email:
ernita.ariestanty@zenithoptimedia-id.com
Website: www.zenithmedia.com
Personnel
Chief Executive Officer Ernita Ariestanty

JAPAN

AN-YAL

3-5-7 Union Building 404, Toshima-Ku,
Higashiikebukuro, Tokyo 170-0013, Japan
Tel: +81 3 6912 9650
Email: chioma@an-yal.com
Website: www.an-yal.com
Personnel
Representative Director Chioma Anyalewechi

ASIANCE JAPAN

Ark Hills South Tower 16F, Roppongi 1-4-5,
Minato-ku, Tokyo 106-0032, Japan
Tel: +81 50 5809 8950
Email: jina@asiance.com
Website: www.asiance.com
Personnel
CEO Japan Jina Jang

CADREON JAPAN

Shin Aoyama Building East 1-1-1, Minami
Aoyama, Minato-ku, Tokyo 107-8679, Japan
Tel: +81 3 3746 8217
Email: Hiroki.Ito@cadreon.com
Website: www.cadreon.com
Personnel
Managing Director Hiroki Ito

COLLISON

SANWAT Watanabe Building 4F, 3-21-21
Akasaka Minato-ku, Tokyo 107-0052, Japan
Tel: +81 3 6234 4677
Email: tokyo@collisonloyalty.com
Website: www.collisongroup.com
Personnel
Associate Account Director Junko Iguchi

DENTSU DIGITAL INC.

1-8-1, Higashi-Shimbashi, Minato-ku,
Tokyo 105-7077, Japan
Tel: +81 3 6217 7000
Email: s.kannan@dentsu.co.jp
Website: www.dentsudigital.co.jp
Personnel
PR Spokesperson, Managing Director,
Corporate Communications Division
..... Shusaku Kannan

DENTSU ISOBAR INC.

Tsukiji Shochiku Building, 1-13-1 Tsukiji,
Chuo-ku, Tokyo 104-0045, Japan
Tel: +81 3 5551 9885; Fax: +81 3 5551 9978
Email: contact@dentsuisobar.com
Website: www.dentsuisobar.com/en
Personnel
President & CEO Hidetoshi Tokumaru

EPSILON JAPAN

720 MG Meguro Ekimae, 2-15-19, Kamiosaki,
Shinagawa-ku, Tokyo 141-0021, Japan
Tel: +81 3 4540 1150

GREY GROUP JAPAN

Ebisu Square 1-23-23 Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
Tel: +81 3 5423 1711; Fax: +81 3 5423 2959
Email: yukiko.ochiai@grey.com
Website: www.grey.com/japan
Personnel
President & Chief Executive Officer
..... Yukiko Ochiai

GREY TOKYO

Ebisu Square 1-23-23 Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
Tel: +81 3 5423 1711
Fax: +81 3 5423 2959
Email: yukiko.ochiai@grey.com
Website: www.grey.com/japan
Personnel
President & Chief Executive Officer,
Grey Group Japan Yukiko Ochiai

GROUPM JAPAN

29/F Yebisu Garden Place Tower, 4-20-3
Ebisu, Shibuya-ku, Tokyo 150-6030, Japan
Tel: +81 3 5791 2598
Email: shawn.finn@outrider.com
Website: www.groupm.com
Personnel
Leader Shawn Finn

HAKUHODO DY DIGITAL INC.

Akasaka Biz Tower, 5-3-1 Akasaka,
Minato-ku, Tokyo 107-6321, Japan
Website: www.hakuhodody-digital.co.jp
Personnel
President & CEO Akira Tsuji

HAKUHODO I-STUDIO INC.

Yurakucho Building, 1-10-1 Yurakucho,
Chiyoda-ku, Tokyo 100-0006, Japan
Tel: +81 3 5219 7150
Website: www.i-studio.co.jp/global

INFO CUBIC JAPAN

Takagi Building 3F, 1-1-7 Okubo Shinjuku,
Tokyo, Japan
Tel: +81 3 6380 2807
Email: leads_en@infocubic.co.jp
Website: www.infocubic.co.jp/en
Personnel
Chief Executive Officer Rohan Yamagishi

I PROSPECT JAPAN

Nomura Fudosan Giza Building 12F,
6-18-2, Ginza, Chuo-ku,
Tokyo 104-0061, Japan
Tel: +81 3 6264 3301
Email: koichi.kanai@ipropect.com
Website: www.iprospect.com/en/jp
Personnel
Chief Executive Officer Koichi Kanai

MICROAD, INC.

Shibuya First Place 4, 5F Shibuya-ku,
8-16 Shibuya-ku,
Tokyo 150-0044, Japan
Tel: +81 3 5459 0372
Fax: +81 3 5428 3144
Email: overseas_info@microad.jp
Website: www.microad.co.jp/en
Personnel
Managing Director Hiroyuki Tanaka

MINDSHARE JAPAN

Yebisu Garden Place Tower 30/F,
4-20-3 Ebisu Shibuya-ku,
Tokyo 150-6030, Japan
Tel: +81 3 5791 2780
Fax: +81 3 5791 2781
Email: kevin.rooney@mindshareworld.com
Personnel
CEO, Japan & Korea (North Asia)
..... Kevin Rooney

MRM//McCANN

Shin Aoyama Building East, 21F, 1-1-1 Minami Aoyama, Minato-ku, Tokyo 107-0062, Japan
Tel: +81 3 3746 8900; Fax: +81 3 3746 8901
Email: Caspar.Ouvaroff@mrm-mccann.com
Website: www.mrmjapan.co.jp

Personnel

Representative Director, President
..... Caspar Ouvaroff

NEXYZ GROUP CORPORATION

Nexyz Square Building, 20-4, Sakuragaoka-cho, Shibuya-ku, Tokyo 150-0031, Japan
Tel: +81 3 5459 7444; Fax: +81 3 5459 4435
Email: info@nxyz.co.jp
Website: www.nxyz.co.jp

Personnel

President Takami Kondo

OGILVY TOKYO

Yebisu Garden Place Tower 25F, 4-20-3 Ebisu, Shibuya-ku, Tokyo 150, Japan
Tel: +81 3 5791 8888; Fax: +81 3 5791 8886
Email: tokyo.info@ogilvy.co.jp
Website: www.ogilvy.co.jp

Personnel

President Jack Mickle

REALCRO

Meguro ku Printing Factory 1st Floor, 2-11-3, Meguro, Tokyo 153-0063, Japan
Tel: +81 3 6317 5929
Email: contact@realcro.com
Website: www.realcro.com

Personnel

Creative Director Watchara Khokapun

REPRISE JAPAN

Shin Aoyama Building East 1-1-1, Minami Aoyama, Minato-ku, Tokyo 107-8679, Japan
Tel: +81 3 3746 8217; Fax: +81 3 3746 8475
Email: hiroki.ito@cadreon.com
Website: www.reprisemedias.com

Personnel

Managing Director Hiroki Ito

SPICEBOX INC.

Kokusai Shin Akasaka Building, 15F, East Tower, 2-14-27 Akasaka, Minato-ku, Tokyo 107-0052, Japan
Tel: +81 3 3583 5361
Email: info@spicebox.co.jp
Website: www.spicebox.co.jp

TAG TRIBAL

4-8-18, Akasaka, Minato-ku, Tokyo 107-8417, Japan
Tel: +81 3 3475 9524
Email: n-fuchi@tokyu-agc.co.jp
..... Naoki Fuchinoue

T-SYSTEMS NETWORK SERVICES JAPAN K.K.

Nishikicho MK Building, 3F, 3-23 Kanda Nishiki-cho, Chiyoda-ku, Tokyo 101-0054, Japan
Tel: +81 3 4588 1240
Email: info@t-systems.com
Website: t-systems.jp
..... Stefanie Kreusel

WUNDERMAN INTERNATIONAL JAPAN

Hiroo SK Building B1F, 2-36-13 Ebisu, Shibuya-ku, Tokyo 150-0013, Japan
Tel: +81 3 4485 3900
Fax: +81 3 4485 3899
Email: Alexandria.Beneville@wunderman.com
Website: www.wunderman.co.jp, www.wunderman.com

Personnel

Managing Director Alexandria Beneville

KOREA

ASIANCE KOREA

4F Shin-a Memorial Hall, 33 Jeong-dong-gil, Jung-gu, Seoul 04518, Korea
Tel: +82 2 775 0764
Email: olivier@asiance.com
Website: www.asiance.com
..... Olivier Mouroux

Personnel

CEO & Co-Founder Olivier Mouroux

BLUEORANGE COMMUNICATIONS INC

3/F Herb-1 Building, Seocho-daero 48-gil 33, Seocho-gu, Seoul, Korea
Tel: +82 70 4942 6070; Fax: +82 2 522 3937
Email: shlee@blorange.co.kr
Website: www.blorange.co.kr
..... Sang Hwa Lee

Personnel

Chief Executive Officer Sang Hwa Lee

GREY GROUP KOREA

5F, ICON Building, 12 Unjuro 152-gil, Gangnam-Gu, Seoul 135-819, Korea
Tel: +82 2 3015 5800
Fax: +82 2 6499 3548
Email: jinwan.oh@grey.com
Website: www.grey.com/korea
..... Jin Wan Oh

Personnel

Chief Executive Officer Jin Wan Oh

GREY SEOUL

5F, ICON Building, 12 Unjuro 152-gil, Gangnam-Gu, Seoul 135-819, Korea
Tel: +82 2 3015 5800
Fax: +82 2 6499 3548
Email: jinwan.oh@grey.com
Website: www.grey.com/korea
..... Jin Wan Oh

Personnel

Chief Executive Officer, Grey Group Korea Jin Wan Oh

VINYL-I

Zion Tower, 10, Nonhyeon-ro 135-gil, Gangnam-Gu, Seoul 06041 Korea
Tel: +82 2 6182 1700
Fax: +82 2 3015 1800
Email: paul.cho@vinyl-i.com
gil.kim@vinyl-i.com
Website: www.vinyl-i.com
..... Paul Cho

Personnel

Chief Executive Officer, Vinyl-I Paul Cho

Chief Operating Officer, Vinyl-I Gil Kim

GROUPM KOREA

8/F, SB Tower 318, Dosan-daero, Gangnam-gu, Seoul 135-819, Korea
Website: www.groupm.com

IProspect Korea

9/F JS Tower, 144-19/20 Samseong-dong, Gangnam-gu, Seoul 135-090, Korea
Tel: +82 2 6005 0400
Fax: +82 2 6005 0850
Email: bobby.yoon@iprospect.com
Website: www.iprospect.com
..... Bobby Yoon

Personnel

General Manager Bobby Yoon

ISOBAR KOREA

9/F JS Tower, 144-19 Samseong-dong, Gangnam-gu, Seoul 135-090, Korea
Tel: +82 2 6005 0400; Fax: +82 2 6005 0467
Email: sue.kim@isobar.com
Website: www.isobar.com/ko

Personnel

Chief Financial Officer Sue Kim

MINDSHARE KOREA

3F, SB Tower 318 Dosan-daero, Gangnam-gu, Seoul 06054, Korea
Tel: +82 2 6200 1504; Fax: +82 2 6205 3242
Email: donna.kim@mindshareworld.com

Personnel

General Manager, Mindshare Korea... Donna Kim

CEO, Japan & Korea (North Asia)... Kevin Rooney

MRM//McCANN

7F, 31 Bongeunsa-ro 2-gil, Gangnam-gu, Seoul 06123, Korea
Tel: +82 2 2186 9700; Fax: +82 2 2051 3649
Email: johan.lee@mrm-mccann.com
Website: www.mccann.co.kr

Personnel

General Manager Johan Lee

OGILVY SEOUL

15/F JS Tower, 507 Samseong-ro, Gangnam-gu, Seoul, Korea
Tel: +82 2 513 1400; Fax: +82 2 513 1407
Email: jay.paik@ogilvy.com
Website: www.diamondogilvygroup.com
..... Jay Paik

Personnel

President Jay Paik

POSTVISUAL

18, Wausan-ro 30-gil, Mapo-gu, Seoul 04059, Korea
Tel: +82 2 6924 8750; Fax: +82 2 6924 8888
Email: buyi.kim@postvisual.com
Website: www.postvisual.com
..... Bu Yi Kim

Personnel

Global Planner Bu Yi Kim

REPRISE KOREA

W Building 7/F 813-4 Yeoksam-Dong, Gangnam-Gu, Seoul 135-931, Korea
Tel: +82 2 2186 9700; Fax: +82 2 205 1364
Email: minyoung.shin@umww.com
Website: www.reprisemedias.com
..... Minyoung Shin

Personnel

Head of Digital Minyoung Shin

TK101 GLOBAL

2F, Domina Bldg, 941-6, Dogok-Dong, Gangnam-gu, Seoul, Korea
Tel: +82 70 4281 2101; Fax: +82 70 7590 2101
Email: leenamoo@tk101global.com
Website: http://tk101global.com/index_en.html
..... Lee Namoo

Personnel

Marketing Manager Lee Namoo

TRIBAL WORLDWIDE KOREA (A PART OF DDB GROUP KOREA)

70-6 Nonhyeon-dong, Gangnam-gu,
Seoul 135-995, Korea
Tel: +82 2 3415 3800
Fax: +82 2 3415 3990
Email: kevin.koh@kr.ddb.com
Website: www.tribalworldwide.com

Personnel

CEO of DDB Korea Kevin Koh

WUNDERMAN KOREA

3FL., F&F Bldg, 662-9, Yeoksam 1-dong,
Gangnam-gu, Seoul 135-913, Korea
Tel: +82 2 531 9600; Fax: +82 2 531 9601
Email: HS.Jeong@gyr.com
Website: www.wunderman.com

Personnel

Managing Director Hae Seong Jeong

MALAYSIA

ANSIBLE MALAYSIA

Penthouse 1 Wisma LYL,
No. 12 Jalan SS7/23, Selangor,
Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118; Fax: +60 3 7957 0728
Email: amit.sutha@mbww.com

Personnel

Managing Director Amit Sutha

BRICKS & CLICKS

No. 69-2, Block F Zenith Corporate Park,
No. 1 Jalan SS7/26, Kelana Jaya,
Petaling Jaya 47301, Malaysia
Tel: +60 16 377 7267
Email: client@bricksandclicks.com.my
Website: www.bricksandclicks.com.my

Personnel

Head of Marketing Jason Khaw

CADREON MALAYSIA

Penthouse 1 Wisma LYL, No. 12 Jalan
51A/223, Selangor Darul Ehsan,
Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118; Fax: +60 3 7957 0728
Email: kenneth.wong@mbww.com
Website: www.cadreon.com

Personnel

General Manager Kenneth Wong

DENTSU AEGIS NETWORK MALAYSIA SDN BHD

Lot 12-01, Level 12, Guoco Tower, Damansara
City, No. 6, Jalan Damanlela, Damansara
Heights, Kuala Lumpur 50490, Malaysia
Tel: +60 3 2080 5000; Fax: +60 3 2080 5199
Email: audra.ooi@dentsuaegis.com
Website: www.dentsuaegisnetwork.com

Personnel

Country CEO Nicky Lim

EDGE ASIA DIGITAL SERVICES

Unit 7, 19, 7/F, Wisma Central, Jalan Ampang,
Kuala Lumpur 50450, Malaysia
Tel: +60 3 2161 0448
Email: gael@aleph-labs.com
Website: www.edge-asia.com

Personnel

General Manager Gael Oliveres

GREY GROUP MALAYSIA

13th Floor, WPP Campus Tower H,
Empire City, Damansara Perdana,
47820, Selangor, Malaysia
Tel: +60 3 7669 0200

Email: irene.wong@grey.com

Website: www.grey.com/malaysia

Personnel

Chief Executive Officer Irene Wong

GREY KUALA LUMPUR

13th Floor, WPP Campus Tower H,
Empire City, Damansara Perdana,
47820, Selangor, Malaysia
Tel: +60 3 7669 0200

Email: irene.wong@grey.com

Website: www.grey.com/malaysia

Personnel

Chief Executive Officer Irene Wong

GROUPM MALAYSIA

Level 10, WPP Campus (Tower H),
8 Jalan PJU 8/1 Damansara Perdana,
Kuala Lumpur 47820, Malaysia
Tel: +60 3 2718 8675

Email: robin.bachkolling@groupm.com

Website: www.groupm.com

Personnel

Head of Connect Robin Bachkolling

I-DAC (MALAYSIA) SDN. BHD.

C305, Block C, Kelana Square, No. 17,
Jalan SS7/26, Kelana Jaya, Selangor,
Petaling Jaya 47301, Malaysia
Tel: +60 3 7611 0023

INNITY SDN BHD

C501 & C502, Block C, Kelana Square,
17 Jalan SS7/26, Kelana Jaya,
Selangor, Petaling Jaya 47301,
Malaysia

Tel: +60 3 7880 5611

Fax: +60 3 7880 5622

Email: phang@innity.com

Website: www.innity.com

Personnel

Chief Executive Officer Phang Chee Leong

JUSTSIMPLE (M) SDN BHD

B-2-09, Block B, Jalan PJU 1A/41B,
NEX Commercial Centre, Ara Jaya,
Selangor, Petaling Jaya 47301,
Malaysia

Tel: +60 3 7885 0606

Fax: +60 3 7885 0707

Email: klwan@justsimple.com.my

Website: www.justsimple.com

Personnel

Technical Director KL Wan

KINGDOM DIGITAL SOLUTIONS MALAYSIA

Unit A-03-01, Menara Mustapha Kamal,
PJ Trade Centre, No 8, Jalan 8/8A,
Bandar Damansara Perdana,
Petaling Jaya, Selangor 47820,
Malaysia

Tel: +60 3 7710 0211

Fax: +60 3 7710 9094

Email: enquiry@kingdomdigital.com.my

Website: www.kingdomdigital.com.my

Personnel

Managing Partner Ryan Ong

M&C SAATCHI-I

Unit 9.01, 9/F Bangunan Malaysian,
RE 17, Lorong Dungun Damansara Heights,
Kuala Lumpur 50490,
Malaysia

Tel: +60 3 2094 5536

Fax: +60 3 2093 8535

Email: lara.hussein@mcsaatchi.com.my

Website: www.mcsaatchi.com

Personnel

CEO/Founding Partner

..... Sharifah Menyalar Hussein

MINDSHARE MALAYSIA

Level 20 WPP Campus (Tower H),
8, Jalan PJU 8/1, Damansara Perdana,
Selangor 47820,
Malaysia

Tel: +60 3 7669 0873

Fax: +60 3 7669 0823

Email: Dheeraj.raina@mindshareworld.com

Personnel

Managing Director, Malaysia.. Dheeraj Raina

MIRUM KUALA LUMPUR

Level 5, WORK@Clearwater,
Jalan Changkat Semantan,
Damansara Heights,
Kuala Lumpur 50490,
Malaysia

Tel: +60 3 2711 2396

Email: yaugene.woo@mirumagency.com

Website: www.mirumagency.com

Personnel

Director of Operations & Project Management

..... Woo Yau Gene

NAGA DDB TRIBAL

D708, 7/F, Block D, Kelana Square,
No. 17 Jalan SS7/26, Kelana Jaya,
Selangor, Petaling Jaya 47301,
Malaysia

Tel: +60 3 7803 7144

Fax: +60 3 7803 2576

Email: kristian.lee@nagadddtribal.com.my

Website: www.nagadddtribal.com.my

Personnel

Chief Executive Officer Kristian Lee

OGILVY KUALA LUMPUR

Level 11 Menara Milenium,
8 Jalan Damanlela, Bukit Damansara,
Kuala Lumpur 50490,
Malaysia

Tel: +60 3 2718 8888

Fax: +60 3 2710 6983

Email: saurabh.saksena@ogilvy.com

Website: www.ogilvy.com

Personnel

Chief Executive Officer Saurabh Saksena

PUBLICIS COMMUNICATIONS SDN BHD

Level 12B Menara Olympia,
8 Jalan Raja Chulan,
Kuala Lumpur 50200,
Malaysia

Tel: +60 3 2025 4222

Fax: +60 3 2025 4200

Email: robiah.othman@publicis.com.my

Website: publicis.com.my

Personnel

Chief Executive Officer Dean Bramham

REPRISE MALAYSIA

Level M, Wisma LYL, No. 12 Jalan 51A/223,
Selangor Darul Ehsan, Petaling Jaya 46100,
Malaysia
Tel: +603 79666118
Fax: +603 7957 0728
Email: darren.yuen@mbww.com
Website: www.reprisemedia.com
Personnel
Group Managing Director Darren Yuen

SAATCHI & SAATCHI ARACHNID

Suite 8-18-3, Level 18, Menara Olympia 8,
Jalan Raja Chulan, Kuala Lumpur 50200,
Malaysia
Tel: +603 2057 4300
Fax: +603 2057 4399
Website: www.saatchi-arachnid.com

SPLASH INTERACTIVE SDN BHD

100.06.047, 129 Offices, Block J,
Jaya One, No. 72A, Jalan Universiti,
Selangor, Petaling Jaya 46200,
Malaysia
Tel: +603 7931 6690
Email: enquiry@splashinteractive.com.my
Website: www.splashinteractive.com.my
Personnel
General Manager Peter Wong

WEBZ DESIGN AND SOLUTIONS SDN BHD

11-1-4, Block B, Megan Salak Park,
Jalan 1/125E, Taman Desa Petaling,
Kuala Lumpur 57100, Malaysia
Tel: +603 9057 1080
Fax: +603 2857 2520
Email: ted@webz.com.my
Website: www.webz.com.my
Personnel
Director Ted Chong

WUNDERMAN MALAYSIA

8th Floor Wisma E&C,
No. 2 Lorong Dungun Kiri,
Damansara Heights,
Kuala Lumpur 50490, Malaysia
Tel: +603 2095 2600
Fax: +603 2098 2688
Email: Nimesh.Desai@wunderman.com
Website: www.wunderman.com
Personnel
COO, Southeast Asia Nimesh Desai

XIMNET MALAYSIA SDN BHD

C-41-3A, Jaya One, 72A, Jalan Universiti,
Section 13, Selangor, Petaling Jaya 46200,
Malaysia
Tel: +603 79555148
Email: sales@ximnet.com.my
Website: www.ximnet.com.my
Personnel
Agency Manager Josephine Toh

YDIGITAL ASIA - MALAYSIA

Wisma UOA Damansara II no.6, level 16,
Changkat Semantan, Damansara Heights,
Kuala Lumpur 50490, Malaysia
Tel: +60126781167
Email: micaela@ydigital.asia
Website: www.ydigital.asia
Personnel
Country Manager Malaysia Micaela Soyza

MYANMAR

AMBIENT DIGITAL GROUP (MYANMAR)

Room 9010, Building A-1, Shwe Gon Thu
Housing, Lower Kyeemyindine Road,
Kyeemyindine TSP, Yangon, Myanmar
Tel: +959 510 3906;
Fax: +95 9517 1599
Email: nigel@ambientdigitalgroup.com
Website: www.ambientdigitalgroup.com
Personnel
Managing Director Nigel Van Cuylenburg

BLINK

3rd Floor, 608 Merchant Road,
Pebedan Township, Yangon, Myanmar
Tel: +95 931 453 217
Email: erik@dm.com.mm
Website: www.blink.com.mm
Personnel
Managing Director Erik Oo

DIGITAL MINDS

W1, 2/F Yankin Garden Business Center,
Sayarsan Road, Yankin Township, Yangon,
Myanmar
Tel: +959 783004008
Email: hein@dm.com.mm
Website: www.dm.com.mm
Personnel
Managing Director Hein Thet Khin Zaw

GLOBAL WEB SOLUTIONS

#36/A, Kwetthit Sreet, Yay Kyaw,
Pazundaung Township, Yangon 11171,
Myanmar
Tel: +959 262558 448
Email: info@globalwebsolutions.biz
Website: www.globalwebsolutions.biz
Personnel
Business Development Manager
..... Myo Zar Ni Aung

IBIZ SERVICE PROVIDER CO LTD

No 82 Damayone Lane, 10 Mile,
Insein Townshp, Yangon, Myanmar
Tel: +95 1 663621
Email: koko.wtun@gmail.com
Website: www.ibiz-sp.com
Personnel
Founder Win Tun

MYOPENADS

W-1, 2/F Yankin Garden Business Centre,
Sayarsan Road, Yankin Township, Yangon,
Myanmar
Tel: +959 783006009
Email: hein@myopenads.com
Website: www.myopenads.com
Personnel
Managing Director Hein Thet Khin Zaw

NEXLABS

Room 04, 12th Floor, Crystal Office Tower,
Junction Square Compound, Kyun Taw Road,
Kamuut Township, Yangon, Myanmar
Tel: +959 784658270
Email: hello@nexlabs.co
Website: www.nexlabs.co
Personnel
Account Director Celso Benidio

PIYAWASA

No. 56, Room 202A, Thazin Condo, Bo Yar
Nyunt Street, Dagon Tsp, Yangon, Myanmar
Tel: +959 765 400 360
Email: info@piyawasa.com
Website: www.piyawasa.com, www.
piyawasa.com
Personnel
Director Cat Frazer

SEO MYANMAR

No 82, 1st Floor, Lan Thit Street, Lanmadaw
Township, Yangon 11131, Myanmar
Tel: +95 1 230 3270
Email: info@seomyanmar.com
Website: www.seomyanmar.com
Personnel
Director Kyaw Zin Min (Joseph Minn)

TODAY OGILVY

No. 21, Aung Myay Tharsi Street, Sinayatwin,
Insein Road, Kamayut, Yangon, Myanmar
Tel: +95 1 513 643
Email: michael.lim@todayogilvy.com
Website: www.ogilvy.com
Personnel
Chairman Michael Lim

WAVE DIGITAL CO LTD

7 Thathana Yeik Thar Road, Thathana Yeik
Thar Quarter, Bahan Township, Yangon,
Myanmar
Tel: +95 9797 006001
Email: rose.swe@mangomyanmargroup.com
Website: www.mangomyanmargroup.com
Personnel
Managing Director Aye Hnin Swe (Rose)

NEW ZEALAND

GROUPM NEW ZEALAND

Level 11, GroupM House,
22 Fanshawe Street,
Auckland 1010,
New Zealand
Tel: +64 (0) 21 784 073
Email: chris.riley@groupm.com
Website: www.groupm.com
Personnel
Chief Operating Officer Chris Riley

MINDSHARE NEW ZEALAND

GroupM House, Level 12,
22 Fanshawe Street, Auckland 1010,
New Zealand
Tel: +64 9 379 9007
Fax: +64 9 379 9133
Email:
samantha.osborne@mindshareworld.com
Personnel
General Manager, Mindshare New Zealand
..... Samantha Osborne

OGILVY AUCKLAND

22 Stanley Street, Parnell, Auckland,
New Zealand
Tel: +64 9 358 5752
Email: greg.partition@ogilvy.co.nz
Website: www.ogilvy.co.nz
Personnel
Managing Director Greg Partington

OGILVY WELLINGTON

Mezzanine, 330 Lambton Quay,
Wellington Central, Wellington,
New Zealand
Tel: +64 4 801 7972
Email: greg.partition@ogilvy.co.nz
Website: www.ogilvy.co.nz

Personnel

Managing Director Greg Partington

PHOSPHOR ESSENCE LTD

39 Charlotte Street, Eden Terrace,
Auckland 1021, New Zealand
Tel: +64 9 377 4626
Fax: +64 9 377 4991
Email: cath.sample@phosphor.co.nz
Website: www.phosphor.co.nz

Personnel

Director Cath Sample

PIKSELIN LTD

Level 1 United Building,
107-109 Customhouse Quay,
Wellington 6011,
New Zealand
Tel: +64 4 499 8050
Email: brian@pikselin.com
Website: www.pikselin.com

Personnel

CEO & Design Director Brian Smith

TRACK NEW ZEALAND

Level 6, 80 Greys Avenue,
PO Box 2188, Auckland,
New Zealand
Tel: +64 9 306 1804
Email: robert.limb@tracknz.com
Website: www.track-nz.com

Personnel

CEO, TRACK Australia/New Zealand
..... Robert Limb

PAKISTAN

BRAMERZ PRIVATE LIMITED

12-D (CCA), Phase 5, DHA, Lahore, Pakistan
Tel: +92 42 3230 9239
Email: hello@bramerz.pk
Website: www.bramerz.pk

Personnel

Chief Strategy Officer Amer Sarfraz

CONVERGE TECHNOLOGIES

D-22, Block 4, KDA Scheme No. 5, Clifton,
Karachi, Pakistan
Tel: +92 21 3587 9391
Fax: +92 21 3583 5018
Email: info@converget.com
Website: www.converget.com

Personnel

Chief Executive Officer Qazi Fakhir Jamil

DIGITZ PRIVATE LIMITED

3rd Floor, 7-C Main Khayaban-e-Itehad,
Phase 7, DHA, Karachi, Pakistan
Tel: +92 21 3588 1750-51
Fax: +92 21 3588 1753
Email: hello@thedigitz.com
Website: www.thedigitz.com

Personnel

Chief Operating Officer Azam Jalal Khan

GROUPM PAKISTAN

The Forum, 2nd Floor Room 208,
Khayaban-e-Jami, Clifton Block 9,
Karachi, Pakistan
Tel: +92 21 3536 1243
Email: foud.husain@groupm.com
Website: www.groupm.com

Personnel

Chief Executive Officer Fouad Husain

J. WALTER THOMPSON / GREY

Karachi & Islamabad
4F Executive Tower,
Dolmen City, Marine Drive,
Block 4 Clifton, Karachi, 75600,
Pakistan
Tel: +92 21 3529 76416
Email: sara.koraisy@jwtk.com

Personnel

General Manager Sara Koraisy

MINDSHARE PAKISTAN (PVT) LTD

Room 208, 2nd Floor The Forum,
G-20 Block 9,
Clifton, Karachi,
Pakistan
Tel: +92 21 111 476876
Fax: +92 21 536 1249
Email: agha.zohaib@mindshareworld.com

Personnel

General Manager, Mindshare Pakistan
..... Agha Zohaib

OGILVY KARACHI

94 Jinnah Cooperative House Society,
Block 7/8 Tiptu Sultan Road,
Karachi, Pakistan
Tel: +92 21 3438 9054
Fax: +92 21 3438 9051
Email: asim.naqvi@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer Asim Naqvi

OGILVY LAHORE

65-B Main Boulevard,
Gulberg, Lahore,
Pakistan
Tel: +92 42 3575 3901-7
Fax: +92 42 3575 4952
Email: asim.naqvi@ogilvy.com
Website: www.ogilvy.com

Personnel

Chief Executive Officer Asim Naqvi

SYMMETRY DIGITAL (PVT) LTD

3rd & 4th Floor, Plot No. 45-C,
Kh-e-Shahbaz Lane 4,
Phase VI, D.H.A., Karachi,
Pakistan
Tel: +92 21 3534 0688
Email: info@symmetrygroup.biz
Website: www.symmetrydigital.com

Personnel

Associate Director Uzair Ahmed

WEBNET PAKISTAN

B-69 Block/18, Gulshan-e-Iqbal,
Karachi, Pakistan
Tel: +92 21 3595 0234
Email: info@webnet.com.pk
Website: webnet.com.pk

PHILIPPINES

7TH MEDIA DIGITAL STUDIOS

Units 1407-1408 Herrara Tower, #98 Rufino
cor Valero Streets, Makati City, Metro Manila,
Philippines
Tel: +63 2 728 1141
Email: sherwin.cu@7thmedia.com
Website: www.7thmedia.com

Personnel

Director Sherwin Cu

AVANZA, INC

Unit 1201, 139 Corporate Center,
Valero Street, Salcedo Village,
Makati City 1227, Philippines
Tel: +63 2 840 4061; Fax: +63 2 812 3030
Email: yayu.javier@avanza.ph
Website: www.avanza.ph

Personnel

President & COO Maria Luz E. Javier

CADREON PHILIPPINES

27/F The Trade and Financial Tower,
7th Avenue corner 32nd Street, Bonifacio
Global City, Taguig City 1634, Philippines
Tel: +63 2 705 9527; Fax: +63 2 833 3215
Email: Allan.Lina@cadreon.com
Website: www.cadreon.com

Personnel

Operations Director Allan Lina

CAMPAIGNS & GREY PHILIPPINES

2723 Sabio Street, Chino Rocas Avenue,
Makati City 1231, Philippines
Tel: +63 2 884 7300
Fax: +63 2 816 3918
Email: john.lucas@grey.com
Website: www.grey.com/philippines

Personnel

Chief Executive Officer John Lucas

CAMPAIGNS & GREY PUBLIC RELATIONS

2723 Sabio Street, Chino Rocas Avenue,
Makati City 1231, Philippines
Tel: +63 2 884 7300
Fax: +63 2 816 3918
Email: john.lucas@grey.com
Website: www.grey.com/philippines

Personnel

Chief Executive Officer John Lucas

GREY FOR GOOD (FORMERLY CAMPAIGNS SOCIAL RESPONSE)

2726 Sabio Street, Chino Rocas Avenue,
Makati City 1231, Philippines
Tel: +63 2 884 7300
Fax: +63 2 816 3918
Email: john.lucas@grey.com
Website: www.grey.com/philippines

Personnel

Chief Executive Officer John Lucas

CAMPAIGNS & GREY DESIGN LAB

2727 Sabio Street, Chino Rocas Avenue,
Makati City 1231, Philippines
Tel: +63 2 884 7300; Fax: +63 2 816 3918
Email: john.lucas@grey.com
Website: www.grey.com/philippines

Personnel

Chief Executive Officer John Lucas

DENTSU AEGIS NETWORK PHILIPPINES

8F, United Life Bldg., 837 A. Arnaiz Avenue, Legaspi Village, Makati City 1229, Philippines
Tel: +6326527800
Email: donald.lim@dentsuaegis.com
Website: www.dentsuaegisnetwork.com/asiapacific
Personnel
Country Chief Executive Officer..... Donald Lim

DIGITAL ARTS NETWORK (DAN) MANILA

1195 Chino Rocas Avenue corner Yakal Street, San Antonio Village, Makati City 1203, Philippines
Tel: +6325087809; Fax: +6328130137
Email: peach.natividad@digitalartsnetwork.com
Personnel
Digital Strategy Director Peach Natividad

DOODLE INNOVATION

Clock In Offices, Penthouse Floor, Makati Stock Exchange Building, Ayala Avenue, Makati City 1226, Philippines
Tel: +6324004092
Fax: +6328938909 ext 802
Email: jennifer@doodleinnovation.com
Website: www.doodleinnovation.com
Personnel
Marketing Manager Jennifer Alzona

GROUPM PHILIPPINES

23rd Floor, Picadilly Star Building, Block 19, Lot 3, Fort Bonifacio, Taguig City, Philippines
Tel: +6327207977
Email: laurent.goirand@groupm.com
Website: www.groupm.com
Personnel
Head of Digital Laurent Goirand

THE HAND CREATIVE TECHNOLOGY

Unit 209 Cityland, 3 Rufino Street, Legaspi Village, Makati City, Philippines
Tel: +639209611959
Email: twinkle@thehandcreative.com
Website: www.thehandcreative.com
Personnel
Business Development Head Twinkle Dela Cerna

MINDSHARE PHILIPPINES

11/F Eco Tower Building, 32nd Street Corner 9th Avenue, Bonifacio Global City, Taguig City 1634, Philippines
Tel: +6327207900
Fax: +6327207947
Email: sudesh.puthran@mindshareworld.com
Personnel
Managing Director, Mindshare Philippines Sudesh Puthran

MOBEXT PHILIPPINES

3/F Bonifacio Technology Center, 31st Street, Taguig, Metro Manila 1634, Philippines
Tel: +6322253143
Email: arthur.policarpio@mobext.com
Website: www.mobext.ph
Personnel
Chief Executive Officer..... Arthur Policarpio

MRM//McCANN

5/F, Active Fun Building, 9th Avenue Corner, 28th Street, City Center, Bonifacio Global City, Taguig City 1634, Philippines
Tel: +6325486200; Fax: +6325486394
Email: manny.fernando@mrmmccann.com
Website: www.mrm-mccann.com
Personnel
Managing Director & Chief Experience Officer Manny S. Fernando

NUWORKS INTERACTIVE

Unit 3801, 38/F One Corporate Centre, Dona Julia Vargas Avenue Meralco Ave, Ortigas Center, Pasig City, Metro Manila, Philippines
Tel: +6323101357
Email: jeff.saez@nuworks.ph
Website: www.nuworks.ph
Personnel
Chairman & President .. Jeffrey James R. Saez

OGILVY MANILA

24-25F, Picadilly Star Building, 4th Avenue corner 27th Street, Fort Bonifacio Global City, Metro Manila, Taguig City 1634, Philippines
Tel: +6322387000; Fax: +6324038531
Email: elly.puyat@ogilvy.com
Website: www.ogilvy.com
Personnel
Chief Executive Officer Ely Puyat

OPTIMIND TECHNOLOGY SOLUTIONS

2/F CTP Building, 5 Gil Fernando Avenue, Marikina City, Metro Manila 1803, Philippines
Tel: +6326820173
Email: wsang@myoptimind.com
Website: www.myoptimind.com
Personnel
President Wendy Ang

PERFORMICS PHILIPPINES

25/F Tower 2, The Enterprise Center, 6766 Ayala Avenue corner Paseo de Roxas, Makati City 1226, Philippines
Tel: +6328848053
Website: www.performics.com
Personnel
Managing Director Isabelle Turpault

PROXIMITY PHILIPPINES

18th Floor, Frabelle Business Center, 111 Rada Street, Legaspi Village, Makati City 1229, Philippines
Tel: +6328920701; Fax: +6328927501
Email: francine.kahn-gonzalez@bbdoguerrero.com
Website: www.bbdoguerrero.com
Personnel
Managing Director . Francine Kahn-Gonzalez

REDEFINE CREATION INC.

26 Marimo Serviced Office, Twenty-Four Seven McKinley Bldg, Bonifacio Global City, Taguig City 1634, Philippines
Tel: +6328644100
Fax: +6328644101
Email: info@redefinecreation.com
Website: www.redefinecreation.com
Personnel
Director Rainier Rimando

REPRISE PHILIPPINES

29/F Trade and Financial Tower, 7th Avenue corner 32nd Street, Bonifacio Global City, Taguig City 1634, Philippines
Tel: +6327059575
Fax: +6328333215
Email: Raymond.Dizon@umwww.com
Website: www.reprisedigital.com
Personnel
Assistant Managing Director Raymond Dizon

RICH MEDIA MANILA INCORPORATED

Penthouse B, PDCP Bank Center Building, Rufino corner Leviste, Salcedo Village, Makati City 1227, Philippines
Tel: +6327798488
Email: jon@richmediamanila.com
Website: richmediamanila.com
Personnel
Director Jonathan Discipulo

SKYROCKET STUDIOS PH INC

7391 Building 9, Southway Office Building & Warehouse, Bakawan Street cor Mayapis Street, Makati City 1203, Philippines
Tel: +6327712593
Email: pat@skyyrocket.ph
Website: www.skyyrocket.ph
Personnel
President F. Patrick Cuartero

STARFISH INTERNET SOLUTIONS

#7612-D, Guijo Street, San Antonio Village, Makati City, Philippines
Tel: +6327292814
Email: francis.barbero@starfi.sh
Website: www.starfi.sh
Personnel
Managing Director Francis Barbero

TEQUILA/MANILA

1195 Chino Rocas Avenue, Corner Yakal Street, San Antonio Village, Makati City 1203, Philippines
Tel: +6325087809
Fax: +6328130137
Email: marci.reyes@tequila.com.ph
Website: www.tequila.com.ph
Personnel
Executive Creative Director Marci Reyes

THIRD TEAM MEDIA

502 IMEZ Building, Pueblo Verde, Basak, Lapu-Lapu City, Cebu 6015, Philippines
Tel: +639182656696
Email: fleire@thirdteam.org
Website: www.thirdteam.org
Personnel
CEO/Founder Fleire Castro

TRIBAL WORLDWIDE PHILIPPINES

16/F Two World Square, #22 Upper McKinley Road, McKinley Hill, Fort Bonifacio, Taguig City 1634, Philippines
Tel: +6328567888; Fax: +6328569349
Email: diane.chua@tribalworldwide.com
Website: www.tribalworldwide.com
Personnel
Managing Director Diane Chua

WUNDERMAN INTERNATIONAL PHILIPPINES

7/F Equitable Bank Tower, 8751 Paseo de Roxas Ave, Makati City 1227, Philippines
Tel: +63 2 720 7503
Email: Nimesh.Desai@wunderman.com
Website: www.wunderman.ph
Personnel
COO, Southeast Asia..... Nimesh Desai

WUNDERMAN PRODUCTION

7/F Equitable Bank Tower, 8751 Paseo de Roxas Ave, Makati City 1227, Philippines
Tel: +63 2 720 7503
Email: Nimesh.Desai@wunderman.com
Website: www.wundermanproduction.com
Personnel
COO, Southeast Asia..... Nimesh Desai

ZENITH MEDIA PHILIPPINES

21/F Tower 1, The Enterprise Center, 6766 Ayala Avenue corner Paseo de Roxas, Makati City 1226, Philippines
Tel: +63 2 575 0300
Email: jennifer.santo@publicisone.com
Website: www.zenithmedia.com
Personnel
Chief Media Officer..... Jennifer Santos

SINGAPORE

ACOUSTIC GROUP PTE LTD

1 North Bridge Road, #08-08 High Street Centre, Singapore 179094
Tel: +65 8420 9200
Email: erik@acoustic.agency
Website: www.acoustic.agency
Personnel
Founder and CEO..... Erik Ingvaldstad

ACTIVA MEDIA PTE LTD

60 Paya Lebar Road, #12-51/2 Paya Lebar Square, Singapore 409051
Tel: +65 6235 6678
Fax: +65 6386 2078
Email: enquiry@activamedia.com.sg
Website: www.activamedia.com.sg
Personnel
Director..... Lilian Teo

ADELPHI DIGITAL CONSULTING GROUP

21 Tanjong Pagar Road, #04-01, Singapore 088444
Tel: +65 8575 4465
Email: info@readingroom.com.sg
Website: www.adelphi.digital;
www.adelphi.digital
Personnel
Chief Executive Officer..... Margaret Manning

ADLIB DIGITAL PTE LTD

141 Cecil Street #10-01, Singapore 069541
Tel: +65 9144 3185
Email: Rupert@ad-lib.io
Website: www.ad-lib.io
Personnel
Directors..... Rupert Privett/Paul Candelori

AFFIPERF SINGAPORE

80 Robinson Road, #20-01, Singapore 068898
Tel: +65 6645 4746; Fax: +65 6645 4701
Email: florent.davachdetheze@affiperf.com
Website: www.affiperf.com
Personnel
Head of Programmatic Operations - APAC
..... Florent Davach de Theze

ANNALECT

3 Anson Road, #31-03 Springleaf Tower, Singapore 079909
Tel: +65 6876 6880
Fax: +65 6305 2631
Personnel
Chief Investment Officer..... Paul Shepherd

APD SINGAPORE

4 Robinson Road #08-01, The House of Eden, Singapore 048543
Tel: +65 6220 8383
Email: twilson@apdgroup.com
Website: www.apdgroup.com
Personnel
Chief Executive Officer - Singapore
..... Tobias Wilson

BEEPCAST

137 Market Street, #06-00, Singapore 048943
Tel: +65 6423 9685
Email: domenico@beepcast.com
Website: www.beepcast.com
Personnel
Chief Executive Officer..... Domenico Pezzanti

BLANCT

No 1 Chang Charn Road, #04-01/02 OC Building, Singapore 159630
Tel: +65 6226 3837; Fax: +65 6226 1763
Email: askus@blanct.com
Website: www.blanct.com
Personnel
General Manager..... Leong Wey Hsien

BONSEY JADEN PTE LTD

Level 2, 19 Carpenter Street, Singapore 059908
Tel: +65 6339 0428
Fax: +65 6339 0418
Email: hello@bonseyjaden.com
Website: www.bonseyjaden.com
Personnel
Chief Executive Officer..... Daniel Posavac

BRICKS & CLICKS

23 New Industrial Road, #04-08 Solstice Business Centre, Singapore
Tel: +60 16 377 7267
Email: client@bricksandclicks.com.my
Website: www.bricksandclicks.com.sg
Personnel
Head of Marketing..... Jason Khaw

BUSINESS THRUST PTE LTD

Unit 08-28, Zervex Building, 8 Ubi Road 2, Singapore 408538
Tel: +65 6834 3026
Email: sales@bthrust.com
Website: www.bthrust.com
Personnel
Owner..... Ankush Rana

CADREON SINGAPORE

40A Orchard Road, #04-01 MacDonald House, Singapore 238838
Tel: +65 6500 8388
Fax: +65 6734 9842
Email: khai.helmi@cadreon.com
Website: www.cadreon.com
Personnel
Digital Manager..... Khairul Helmi

CARBON INTERACTIVE

50 Ubi Ave 3, #04-05 Frontier, Singapore 408866
Tel: +65 6293 4373
Email: jeffrey@carbon.com.sg
Website: www.carbon.com.sg
Personnel
General Manager..... Jeffrey Lim

CLICKTRUE PTE LTD

82 Genting Lane, Level 4 Media Centre, Singapore 349567
Tel: +65 6571 7100
Email: jerome@clicktrue.biz
Website: www.clicktrue.biz
Personnel
Chief Operating Officer..... Jerome Wong

COLLINSON

152 Beach Road, #23-02/04 Gateway East, Singapore 189721
Tel: +65 6416 6333
Email: singapore@icployalty.com
Website: www.collinsongroup.com
Personnel
Country Manager..... Bruno Tay

CONSTRUCT DIGITAL

114 Lavender Street #11-85, Singapore 338729
Tel: +65 6438 4886
Email: info@construct.sg
Website: www.constructdigital.com
Personnel
Managing Partner..... Charanjit Singh

CONVERTIUM PTE LTD

273B/C, South Bridge Road, Singapore 058822
Tel: +65 6236 6400
Fax: +65 6222 0312
Email: corporate@convertium.com
Website: www.convertium.com
Personnel
Managing Director..... Gerard M.C. Lim

CREATIVEDGE SG PTE LTD

22 Sin Ming Lane, Midview City, #08-87, Singapore 573969
Tel: +65 6659 2770
Fax: +65 6659 2771
Email: ashley@creativedge.sg
Website: www.creativedge.sg
Personnel
Executive Creative Director..... Ashley Wong

DAC ASIA PTE LTD

144 Robinson Road, #07-01 Robinson Square, Singapore 068908
Website: www.dac.co.jp/english

DENTSU AEGIS NETWORK SINGAPORE

1 Wallich Street, #22-01 Guoco Tower,
Singapore 078881
Tel: +65 6501 4900

Website: www.dentsuaegisnetwork.com
comasiapacific

Personnel

Southeast Asia CEO, Dentsu Aegis Network
..... Phil Teeman

DIGITAL ARTS NETWORK (DAN) SINGAPORE

991CAlexandra Road, #01-12,
Singapore 119971
Tel: +65 6225 5288

Email:

general.sg@digitalartsnetwork.com
Website: www.digitalartsnetwork.com

Personnel

President Asia and
Innovation Director Tuomas Peltoniemi

Company Profile

TBWA's Digital Arts Network (DAN) is a network of over 1000 people operating in 30+ offices across the world. DAN's core competencies include creative technology, UX, e-commerce, social media, content, mobile, IP and platforms, analytics, search, audience behaviour, and production.

DIGITAS SINGAPORE

16 Collyer Quay,
#04-02 Income@Raffles,
Singapore 049318
Tel: +65 6914 1568

Email: Annette.male@digitas.com

Website: www.digitas.com

Personnel

CEO Asia Pacific Annette Male

DOG DIGITAL (SINGAPORE) PTE LTD

#16-04, Golden Mile Tower,
6001 Beach Road, Singapore 199589
Tel: +65 6708 8299
Email: hello@dogdigital.com
Website: www.dogdigital.com

ECSELIS SINGAPORE

80 Robinson Road, #20-01,
Singapore 068898
Tel: +65 6645 4700
Fax: +65 6645 4701
Email: hari.shankar@havasmg.com
Website: www.havasmedia.asia

Personnel

Managing Director, APAC/Singapore
..... Hari Shankar

EPOCH DESIGN STUDIO

16 Shaw Road 04-12,
Singapore 367954
Tel: +65 9026 3698
Email: choiyin@epochdesignstudio.com
Website: www.epochdesignstudio.com

Personnel

Design Consultant Soh Choi Yin

EPSILON

#03-157, 15 Beach Road,
Singapore 189677
Tel: +65 6303 0649

EQUINET ACADEMY

137 Cecil Street, #07-05 HengDa Building,
Singapore 069537
Tel: +65 6745 0745
Email: enquiry@equinetacademy.com
Website: www.equinetacademy.com

EQUINOX

316 Tanglin Road, #02-01, Phoenix Park,
Singapore 247978
Tel: +65 6272 0115
Email: desk@equinox.com.sg
Website: www.equinox.com.sg

Personnel

Chief Consultant Jodean Zhang

ESSENCE SINGAPORE

158 Cecil St #11-01, Cecil Street,
Singapore 069545
Tel: +65 6229 5200
Email: hello@essencedigital.com
Website: www.essencedigital.com

Personnel

Managing Director Kunal Guha

FIRST PAGE DIGITAL PTE LTD

144 Robinson Rd, #20-01 Robinson Square,
Singapore 068908
Tel: +65 6270 2193
Email: shane@firstpagedigital.sg
Website: www.firstpagedigital.sg

Personnel

General Manager Shane Liuw

FRONTIER FORCE TECHNOLOGY PTE LTD

338D King George's Avenue,
King George's Building, Singapore 208573
Tel: +65 6346 5333; Fax: +65 6345 6717
Email: grant.spiller@frontierforce.com
Website: www.frontierforce.com

Personnel

Chief Executive Officer Grant Spiller

FXMEDIA INTERNET PTE LTD

Block 1003, Bukit Merah Central,
#02-06 Redhill Industrial Estate,
Singapore 159836
Tel: +65 6276 0885
Email: mark@fxmweb.com
Website: www.fxmweb.com

Personnel

Marketing Director Mark Wong

GREY GROUP SINGAPORE

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600
Fax: +65 6223 8992
Email: konstantin.popovic@grey.com
Website: www.grey.com/singapore

Personnel

CEO of Grey Group Singapore
..... Konstantin Popovic

GREY SINGAPORE

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600
Fax: +65 6223 8992
Email: konstantin.popovic@grey.com
Website: www.grey.com/singapore

Personnel

CEO of Grey Group Singapore
..... Konstantin Popovic

BATEY (A GREY GROUP COMPANY)

50 Scotts Road, Singapore 228242
Tel: +65 6511 7600; Fax: +65 6223 8992
Email: konstantin.popovic@grey.com
Website: www.grey.com/singapore

Personnel

CEO of Grey Group Singapore
..... Konstantin Popovic

GREY DIGITAL SOUTHEAST ASIA

50 Scotts Road, Singapore 228242
Tel: +65 6221 2748; Fax: +65 6221 2768
Email: mans.tesch@grey.com
suresh.ramaswamy@grey.com
Website: www.grey.digital

Personnel

Chief Strategy Officer - AMEA Måns Tesch
Regional Digital Lead - AMEA
..... Suresh Ramaswamy

GREY DIGITAL SINGAPORE

50 Scotts Road, Singapore 228242
Tel: +65 6221 2748; Fax: +65 6221 2768
Email: mans.tesch@grey.com
suresh.ramaswamy@grey.com
Website: www.grey.com/singapore

Personnel

Chief Strategy Officer - AMEA Måns Tesch
Regional Digital Lead - AMEA
..... Suresh Ramaswamy

GROUPM SINGAPORE

18 Cross Street, China Square Central
#04-01, Singapore 048423
Tel: +65 6232 5435
Email: linda.lim@groupm.com
Website: www.groupm.com

Personnel

Chief Investment Officer Linda Lim

HUGE

Suite 31A, 33 Ann Siang Road, Singapore 069713
Tel: +65 6303 0592
Email: sgp@hugeinc.com
Website: www.hugeinc.com
Personnel
Managing Director Martin Riley

I-DAC PTE LTD

144 Robinson Road, #07-01 Robinson
Square, Singapore 068908
Tel: +65 6324 1472
Website: www.i-dacasias.com

THE INFLUENCER NETWORK COMMUNICATIONS PTE LTD

195 Pearl's Hill Terrace, #01-51,
Singapore 168976
Tel: +65 9656 6947
Email: dennistoh@influencersg.com
Website: www.influencersg.com
Personnel
Founder Dennis Toh

JUSTLOGIN PTE LTD

20 Kallang Avenue, PICO Creative Center,
Lobby B, Level 5C, Singapore 339411
Tel: +65 6476 5330; Fax: +65 6476 3302
Email: info@justlogin.com
Website: www.justlogin.com

Personnel

Chief Executive Officer K. C. Kwa

KYANON DIGITAL

29A Cuppage Road, Cuppage Terrace,
Singapore
Tel: +65 96609586
Email: hien.phan@kyanon.digital
Website: www.kyanon.digital
Personnel
Regional Business Director Hien Phan

LOKI PTE LTD

6, Raffles Boulevard 3-308 Marina Square,
Singapore 039594
Tel: +65 84868105
Email: michelle@thisloki.com
Website: www.thisloki.com
Personnel
Business Development Lead Michelle Teh

MANIC DESIGN PTE LTD

114 Lavender Street, #05-55 CT Hub 2,
Singapore 338729
Tel: +65 63242008; Fax: +65 62346530
Email: karen@manic.com.sg
Website: www.weareramanic.com
Personnel
Creative Director Karen Huang

MAXIAS PTE LTD

81 Ubi Ave 4, UB One, #06-17,
Singapore 408830
Tel: +65 62216266
Fax: +65 62216267
Email: contact@maxias.net
Website: www.maxias.net
Personnel
Managing Director James Tan

McCORKELL & ASSOCIATES PTE LTD

6A Upper Cross Street, Singapore 058326
Tel: +65 63230287
Email: lyon@mccorkell.com.sg
Website: www.mccorkell.com.au
Personnel
Business Development Manager Lyon Tan

MEDIA LABS INNOVATION PTE LTD

#8 Tradehub 21, 8 Boonlay Way,
#05-05, Singapore 609964
Tel: +65 63372975
Fax: +65 63379177
Email: raymond@medialabs.com.sg
Website: www.medialabs.com.sg
Personnel
Chief Executive Officer Raymond Lim

MEDIAPLUS DIGITAL PTE LTD

10 Kaki Bukit Ave 4, #05-65 Premier @ Kaki
Bukit, Singapore 415874
Tel: +65 68163168
Email: wow@mediaplus.com.sg
Website: http://mediaplus.com.sg
Personnel
Senior Sales Manager Ivan Teo

MEDIATROPY PTE LTD

9 Purvis Street, #02-03, Singapore 188588
Tel: +65 31520634
Email: pierre@mediatropy.com
Website: www.mediatropy.com
Personnel
Managing Director Pierre Deluca

METIA GROUP

111 Amoy Street, #04-00, Singapore 069931
Tel: +65 62247992
Email: sean.donovan@metia.com
Website: www.metia.com
Personnel
Regional Director Sean Donovan

MINDSHARE Singapore

Local Office and APAC HQ, 18 Cross Street,
#04-01 & 03, China Square Central,
Singapore 048423
Tel: +65 63950800; Fax: +65 62271983
Email: melissa.tang@mindshareworld.com
Personnel
Managing Director, Mindshare Singapore
..... Melissa Tang

MIRUM Singapore

50 Scotts Road, #01-01, Singapore 228242
Tel: +65 65915800; Fax: +65 65915811
Email: sharon.fernandes@mirumagency.com
Website: www.mirumagency.com
Personnel
General Manager Sharon Fernandes

MOBEXT Singapore

80 Robinson Road, #20-01,
Singapore 068898
Tel: +65 66454700; Fax: +65 66454701
Email: benjamin.chua@mobext.com
Website: www.mobext.com
Personnel
Head of Mobext, Singapore ... Benjamin Chua

MRM/McCANN

40A Orchard Road, #09-01,
The MacDonald House, Singapore 238838
Tel: +65 67379911; Fax: +65 67336941
Email: nicholas.handel@mrmmccann.com
Website: www.mrm-mccann.com
Personnel
Chief Executive Officer, McCann Worldgroup
Singapore Nicholas Handel

MULLENLOWE PROFFERO Singapore

90 Eu Tong Sen Street, 4th Floor,
Singapore 059811
Tel: +65 65074992
Email: paul.soon@mullenloweproffero.com
Website: www.mullenloweproffero.com
Personnel
CEO, SEA Paul Soon

NEO360.DIGITAL

420 North Bridge Road, North Bridge Centre,
#06-29, Singapore 179094
Tel: +65 62527411
Email: sheiwah@neo360.digital
Website: neo360.digital
Personnel
Managing Director Shei Wah Tan

NOISY CRAYONS

82 Genting Lane, SPH Media Centre Level 4,
Singapore 349567
Tel: +65 65717172
Fax: +65 65717185
Email: stefan.lim@noisycrayons.com
Website: www.noisycrayons.com
Personnel
Director Stefan Lim

NURUN Singapore

16 Collyer Quay, #03-00 Income at Raffles,
Singapore 049318
Tel: +65 62066400
Email: joanne.theseira@nurun.com
Website: www.nurun.com
Personnel
Managing Director Joanne Theseira

OGILVY Singapore

71 Robinson Road, #07-01, Singapore 068895
Tel: +65 62137899
Fax: +65 62137990
Email: chris.riley@ogilvy.com
Website: www.ogilvy.com
Personnel
Group Chairman Chris Riley

OMG PROGRAMMATIC

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 68766880
Fax: +65 63052631
Personnel
Chief Investment Officer Paul Shepherd

ONE9NINETY PTE LTD

37 Tannery Lane, #03-02 Tannery House,
Singapore 347790
Tel: +65 68461990
Email: franciscovillanueva@one9ninety.com
Website: www.one9ninety.com
Personnel
Business Development Director
..... Francisco Villanueva

ONYX ISLAND PTE LTD

2 Sims Close #02-10, Gemini @ Sims,
Singapore 387298
Tel: +65 65572825
Email: info@onyxisland.com
Website: www.onyxisland.com
Personnel
Managing Director Danny Murong

PURPLE CLICK MEDIA PTE LTD

61 Science Park Road, The Galen, #05-19,
Singapore 117525
Tel: +65 65338655
Fax: +65 65335322
Email: enquiries@purpleclick.com
Website: www.purpleclick.com
Personnel
Chief Executive Officer Rosalind Tan

QED CONSULTING PTE LTD

Level 21, 16 Collyer Quay, Singapore 049318
Tel: +65 68189893
Fax: +65 68189601
Email: info@qed.sg
Website: www.qed.sg
Personnel
Principal Consultant & Founding Partner
..... Ryan Lim

R/GA Singapore

40A Orchard Road, #05-01 The MacDonald
House, Singapore 238838
Tel: +65 67377472
Email: dorothy.peng@rga.com
Website: www.rga.com
Personnel
Managing Director Dorothy Peng

RAPIDCLOUD SINGAPORE PTE LTD

2 Leng Kee Road, #05-09,
Thye Hong Centre, Singapore 159086
Tel: +65 3100 0111
Fax: +65 6475 0557
Email: sales@rapidcloud.sg
Website: www.rapidcloud.sg
Personnel
Managing Director Ong Pang Seng

REPRISE SINGAPORE

40A Orchard Road, #04-01,
MacDonald House, Singapore 238838
Tel: +65 6500 8388
Fax: +65 6734 9842
Email: sylvia.chin@reprisedigital.com
Website: www.reprisemediam.com
Personnel
Associate Digital Director Sylvia Chin

RESOLUTION MEDIA

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 6876 6880; Fax: +65 6305 2631
Personnel
Chief Investment Officer Paul Shepherd

SOCIALYSE SINGAPORE

80 Robinson Road, #20-01,
Singapore 068898
Tel: +65 6645 4700; Fax: +65 6645 4701
Email: shiella.christy@socialyse.net
Website: www.socialyse.com
Personnel
Head of Socialyse, Singapore . Shiella Christy

SOCIETAL PTE LTD

71B Kampong Bahru Road, Singapore 169373
Tel: +65 6222 2809
Email: kevin@societal.com.sg
Website: societal.com.sg
Personnel
Founder & Creative Director Kevin Geeves

SPLASH INTERACTIVE PTE LTD (PREVIOUSLY 8REWARDSROAD.COM)

73 Ubi Road 1, Oxley Bizhub #07-49/50/63,
Singapore 408733
Tel: +65 6702 2763
Email: enquiry@splashinteractive.com.sg
Website: www.splashinteractive.com.sg
Personnel
Chief Executive Officer Lee Kuok Ming

SYNDACAST PTE LTD

138 Cecil Street, #121-01A Cecil Court,
Singapore 069538
Tel: +66 2663 5170; Fax: +66 2663 5174
Email: info@syndacast.com
Website: www.syndacast.com
Personnel
Director Truong Tung Nguyen

TANGOSHARK

73 UBI Road 1, Oxley BizHub #09-59,
Singapore 408733
Tel: +65 6411 6977
Email: michaelim@tangoshark.com
Website: www.tangoshark.com
Personnel
Executive Director Michael Lim

THEASIANIR PTE LTD

No. 21 Bukit Batok Crescent,
WCEGA Tower 25-70, Singapore 658065
Tel: +65 9745 5372
Email: jkoh@theasianir.com
Website: www.theasianir.com
Personnel
Chief Innovation Officer Huan Johnson Koh

TRIBAL WORLDWIDE SINGAPORE

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 6671 4488
Fax: +65 6571 4442
Email: jeff.cheong@sg.tribalworldwide.com
Website: www.tribalworldwide.com
Personnel
Head of Tribal Worldwide Singapore
Jeff Cheong

TRACK ASIA

Level 10 Pico Creative Centre,
20 Kallang Avenue, Singapore 339411
Tel: +65 6671 4488; Fax: +65 6671 4443
Email: melvin.kuek@trackasia.sg
Website: www.trackasia.sg
Personnel
Managing Director Melvin Kuek

TRINAX PTE LTD

68 Kallang Pudding Road, #04-04 SYH
Logistics Building, Singapore 349327
Tel: +65 6694 8700
Email: info@trinaxgroup.com
Website: trinaxmedia.com
Personnel
Director Joel Goh

UNICOM MARKETING CONSULTANCY PTE LTD

150 South Bridge Road, #B1-10A Fook Hai
Building, Singapore 058727
Tel: +65 9710 8385
Email: buzzus@unicommarc.com
Website: www.unicommarc.com
Personnel
Managing Director Kelvin Chen

VINTEDGE PTE LTD

31 Ubi Road 1 #04-02, Singapore 408694
Tel: +65 6224 8689
Fax: +65 6224 8735
Email: enquiry@vintedge.com
Website: www.vintedge.com
Personnel
Director, Operation & HR Sophia Ho

VML SINGAPORE

50 Scotts Road, #04-03, Singapore 228242
Tel: +65 6671 8944
Fax: +65 6532 5954
Email: tripti.lochan@vml.com
Website: www.vml.com/se-asia
Personnel
Chief Executive Officer Tripti Lochan

THE WALK AGENCY, SINGAPORE

Singapore
Tel: +65 3158 2249
Email: nick@thewa.lk
Website: www.thewa.lk
Personnel
Director Nick Cantor

WE! INTERACTIVE

701 Sims Dr, LHK Building #02-02,
Singapore 387383
Tel: +65 6747 7473
Email: Info@we-interactive.com
Website: www.we-interactive.com
Personnel
Group Managing Director Matthew Lim

WEBPUPIES

#22-01, 138 Robinson Road,
Oxley Tower, Singapore 068906
Tel: +65 6741 1708
Fax: +65 6741 1709
Email: abhi@webpuppies.com.sg
Website: www.webpuppies.com.sg
Personnel
Managing Director Abhi Dabas

WUNDERFAUKS

321B Beach Road,
#03-00, Singapore 199557
Tel: +65 6635 2236
Email: kelvin@wunderfauks.com
Website: www.wunderfauks.com
Personnel
Founder Kelvin Chng

WUNDERMAN SINGAPORE

50 Scotts Road #03-01,
Singapore 228242
Tel: +65 6671 3131
Fax: +65 6671 3135
Email: Shannon.dix@wunderman.com
Website: www.wunderman.com
Personnel
CEO, Singapore Shannon Dix

YDIGITAL ASIA - SINGAPORE

180 Paya Lebar Road, #10-01,
YiGuang Factory Building,
Singapore 409032
Tel: +65 3159 1005
Email: boye@ydigital.asia
Website: www.ydigital.asia
Personnel
Group CEO Boye Hartmann

YOURSITE SINGAPORE

120 Lower Delta Road, #09-06 Cendex
Centre, Singapore 169208
Tel: +65 6288 8641
Email: info@yoursite.sg
Website: www.yoursite.sg
Personnel
Managing Director Kenny Choo

SRI LANKA

ALTERNAT

Operates under the aegis of the Omnicom
Media Group, Sri Lanka,
Level 5 Tisara Plaza, 127/88 Dutugemunu
Street, Colombo 6, Sri Lanka
Tel: +94 11 281 5774
Fax: +94 11 281 5776
Email: jason@omnicommediagroup.lk
Website: www.omnicommediagroup.lk
Personnel
Manager - Digital Jason Wijesuriya

MINDSHARE SRI LANKA

14/14A Vajira Road, Colombo 4, Sri Lanka
Tel: +94 11 217 4600; Fax: +94 11 217 4694
Email: erosha.tennakoon@mindshareworld.com
Personnel
General Manager, Mindshare Sri Lanka
.....Erosha Tennakoon

TAIWAN

CADREON TAIWAN

8/F, No. 1, Nan King E. Road, Sec. 5,
Taipei, Taiwan
Tel: +886 227603338; Fax: +886 227601055
Email: maggie.tang@mbwww.com
Website: www.cadreon.com
Personnel
Managing Director Maggie Tang

D.A. CONSORTIUM TAIWAN INC. (DAC TAIWAN)

4th FL., No. 367, Fuxing N. Road,
Taipei 10543, Taiwan
Tel: +886 225462968

FOCUS STRATEGIC MARKETING CONSULTANTS CO LTD

7/F, 61 Dongxing Road, Xingyi District,
Taipei 110, Taiwan
Tel: +886 287681098; Fax: +886 287681099
Email: global.alliance@epr.com.tw
Website: www.focusmkc.com
Personnel
Senior ConsultantEveline Ma

GREMLIN WORKS

B1, 102 Dunhua North Road, Taipei, Taiwan
Tel: +886 225456107
Email: dylan@gremlinworks.co.uk
Website: www.gremlinworks.com.tw
Personnel
Head Gremlin Dylan Porter

I PROSPECT TAIWAN

10F, 100, Songren Road, Xinyi District,
Taipei 11073, Taiwan
Tel: +886 289792288
Email: carrie.tsai@iprospect.com
Website: www.iprospect.com/en/tw/
Personnel
Managing Director of Prospect Taiwan
.....Carrie Tsai

ISOBAR TAIWAN

10F, 100 Songren Road, Taipei 11073,
Taiwan
Tel: +886 227199933; Fax: +886 227199667
Email: gary.chi@isobar.com
Website: www.isobar.com.tw
Personnel
Chief Executive Officer Gary Chi

MINDSHARE TAIWAN

5/F No. 31 Lane 11, GuangFu N. Road,
Taipei 10560, Taiwan
Tel: +886 277106099; Fax: +886 277106098
Email: susan.chao@mindshareworld.com
Personnel
Managing Director, Mindshare Taiwan
..... Susan Chao

MRM//McCANN

11F, 2, Lane 150, Section 5, Hsin Yi Road,
Taipei 110, Taiwan
Tel: +886 227289293
Fax: +886 227585690
Email: jeff.wen@mccann.com
Website: www.mrm-mccann.com
Personnel
Deputy General Manager Jeff Wen

OGILVY TAIWAN

3/F, 89 Song Ren Road, Taipei 110, Taiwan
Tel: +886 277451688
Fax: +886 277451393
Email: danielgh.lee@ogilvy.com
Website: www.ogilvy.com.tw
Personnel
Chief Executive Officer Daniel Lee

PERFORMICS, TAIWAN

8F, No. 6, Section 4, Xin Yin Road,
Taipei 106, Taiwan
Tel: +886 227003151
Fax: +886 227003171
Email: calaf.huang@publicismedia.com
Website: www.performics.com
Personnel
General Manager, Taiwan Calaf Huang

WUNDERMAN TAIWAN

6F, No. 31, Lane 11, Guangfu N. Road,
Taipei 10560, Taiwan
Tel: +886 223587699
Fax: +886 223967926
Email: Jill.Chang@wunderman.com
Website: www.wunderman.com.cn
Personnel
Managing Director Jill Chang

THAILAND

ADAPTER DIGITAL CO., LTD.

1177 6th-7th Floor, Peal Bangkok Building,
Phaholyothin Road, Phaya Thai,
Bangkok 10400, Thailand
Tel: +66 2029 7830-7; Fax: +66 2029 7837
Email: contact@adapterdigital.com
Website: www.adapterdigital.com
Personnel
Founder & Managing Director
.....Atawoot Wesaranurak

APPSYNTH

B2202 Cyberbowl Tower,
90 Ratchadaphisek Road, Huay Kwang,
Bangkok 10310, Thailand
Tel: +66 21683297
Email: info@appsynth.net
Website: www.appsynth.net
Personnel
Managing Director Bob Gallagher

BAMBOO LABS CO., LTD.

130-132 Sindhorn Building, Tower 2,
8th Floor, Wireless Road, Lumpini,
Pathumwan, Bangkok 10110, Thailand
Tel: +66 22632417
Email: service@bamboolabs.com
Website: www.bamboolabs.com
Personnel
Managing Director Pavel Hacker

CADREON THAILAND

Unit 2806, 1 Empire Tower, 28/F,
South Sathorn Road, Yannawa, Sathorn,
Bangkok 10120, Thailand
Tel: +66 2680 9000; Fax: +66 2674 5910
Email: Aajay.Giritharan@cadreon.com
Website: www.cadreon.com
Personnel
Associate Director of Programmatic
.....S. Giritharan, Aajay Subramaniam

CHALAD MARKETING CO LTD

123/9 Soi Saimai 29 Saimai,
Bangkok 10220, Thailand
Tel: +66 819897 172
Email: mail@chaladmarketing.com
Website: www.chaladmarketing.co.th
Personnel
Managing Director
.....Kamonchanok Sangkamanee

CJ BUYERMINDS

9/9, At Sathorn Bldg., 19F, South Sathorn Road,
Yannawa, Sathorn, Bangkok 10120, Thailand
Tel: +66 2307 8670
Email: info@cjworx.com
Website: www.cjworx.com
Personnel
Managing Director Jinn Powprapai

CJ WORX COMPANY LIMITED

9/9, At Sathorn Bldg., 19F, South Sathorn Road,
Yannawa, Sathorn, Bangkok 10120, Thailand
Tel: +66 2307 8670
Email: info@cjworx.com
Website: www.cjworx.com
Personnel
Managing Director Jinn Powprapai

CLEVER PIXEL DESIGN

89/102 Bangkok Boulevard,
Kanjanaipisek Rd, Bangkok 10250, Thailand
Tel: +66 86 393 1410
Email: scott.dali@cleverpixeldesign.com
Website: www.cleverpixeldesign.com
Personnel
Chief Creative Officer Scott Dali

COLUMBUS THAILAND

33/F, 968 U Chu Liang Building,
Rama IV Road, Silom, Bangkok,
Bangkok 10500, Thailand
Tel: +66 2632 4475; Fax: +66 2632 4476
Email: info.th@columbusagency.com
Website: www.columbusagency.com
Personnel
Managing Director
..... Komjak Kamthornpasinee

DENTSU AEGIS NETWORK THAILAND

968 U Chu Liang Building, 36F, Rama IV Road,
Silom, Bangkok, Bangkok 10500, Thailand
Tel: +66 2632 4589; Fax: +66 2632 4598
Email:
Amornsak.Sakpuaram@dentsuaegis.com
Website: dentsuaegisnetwork.comasiapacific
Personnel
Columbus Managing Director
..... Komjak Kamthornpasinee
iProspect CEO Nathamon Kongthananon
Isobar Managing Director
..... Adisak Amornchat

DR BANNER THAILAND

205/19-21 Soi Thonglor, Sukhumvit 55,
North Klongtan, Wattana,
Bangkok 10110,
Thailand
Tel: +66(0)6 1892 4311
Email: Sunkyung.choi@drbanner.com
Website: www.drbanner.com
Personnel
Managing Director Sunkyung Choi

GREY GROUP THAILAND

1028/5 Pongamorn Building,
Rama 4 Road, Thungmahamek,
Sathorn, Bangkok 10120,
Thailand
Tel: +66 2679 8599
Fax: +66 2679 8598
Email: raju.alluri@grey.com
Website: www.grey.com/thailand
Personnel
Area Director & CEO of Grey Group
Singapore & Thailand Subbaraju Alluri

GREYnJ UNITED

1028/5 Pongamorn Building,
Rama 4 Road, Thungmahamek,
Sathorn, Bangkok 10120,
Thailand
Tel: +66 2679 8599
Fax: +66 2679 8598
Email: raju.alluri@grey.com
Website: www.grey.com/thailand
Personnel
Area Director & CEO of Grey Group
Singapore & Thailand Subbaraju Alluri

GROUPM THAILAND

2 Ploenchit Center, 21st Floor,
Sukhumvit Road, Klongtoey,
Bangkok 10110, Thailand
Tel: +66 2630 5255
Email: niklas.stalberg@minteraction.com
Website: www.groupm.com
Personnel
Chief Operation Officer Niklas Stalberg

I-DAC (BANGKOK) CO., LTD.

130-132 Sindhorn Building, Tower 2,
8th Floor, Wireless Road, Lumpini,
Pathumwan, Bangkok 10330, Thailand
Tel: +66 2263 3270
Website: www.idacasia.com

INSPIRA DIGITAL AGENCY

92/46 Sathorn Thani Building 2,
17/F, North Sathorn Road, Silom,
Bangrak, Bangkok 10500,
Thailand
Tel: +66 8 1466 7837
Personnel
Managing Director Xavier Cloitre

INSPIRIO CO LTD

Suite 1811, 18F, Park Ventures Ecolex,
57 Wireless Rd., Lumpini,
Bangkok 10330, Thailand
Tel: +66 2309 3699 / +66 2309 3611
Email: harcharan@inspicio.com
Website: www.inspicio.com
Personnel
Founding Partner & Managing Director
..... Charoen Singh

KSC COMMERCIAL INTERNET CO LTD

2/4 Chubb Tower 10th Floor,
Vibhavadee-Rangsit Road, Thungsonghong,
Laksi, Bangkok 10210, Thailand
Tel: +66 2779 7777
Fax: +66 2779 7111
Email: marketing@ksc.net
Website: www.ksc.net
Personnel
General Manager Pradya Boonrodpanich

MAQE BANGKOK CO LTD

888/100-103 Mahatun Plaza Building,
10/F, Ploenchit Road, Lumpini,
Pathumwan, Bangkok 10330, Thailand
Tel: +66 2255 3010
Fax: +66 2651 5570
Email: drew@maqe.com
Website: www.maqe.com
Personnel
Managing Director Andrew Khamthong

MAXIONS CO LTD

559/67 Thanapat Haus, Nonsi Road,
Chongnonsi, Yannawa, Bangkok 10120,
Thailand
Tel: +66 2284 1192
Fax: +66 2284 1142
Email: ran@ava.fund
Website: www.ava.fund
Personnel
Managing Director Niran Pravithana

MINDSHARE THAILAND

22nd Floor, 2 Ploenchit Centre, Sukhumvit
Road, Klongtoey, Bangkok 10110, Thailand
Tel: +66 2629 6000
Fax: +66 2629 6093
Email: pathamawan.sathaporn@
mindshareworld.com
Personnel
Leader, Mindshare Thailand
..... Pathamawan Sathaporn

MIRUM BANGKOK

165, 4/F, Soi Sukhumvit 49/11, Wattana,
Bangkok 10110, Thailand
Tel: +66 2119 7255; Fax: +66 2119 7266
Email: worapong.seangjun@mirumagency.com
Website: www.mirumagency.com
Personnel
General Manager Worapong Seangjun

MRM//McCANN

98 Sathorn Square Office Tower,
25th-26th Floor, North Sathorn Road, Silom,
Bangrak, Bangkok 10500, Thailand
Tel: +66 2343 6000; Fax: +66 2343 6007
Email: sukitt.kittintakul@mr-mccann.com
Website: www.mrm-mccann.com
Personnel
Deputy General Manager Sukitt Kittintakul

MULLENLOWE PROPERO THAILAND

1 Empire Tower, 28th Floor, South Sathorn
Road, Bangkok 10120, Thailand
Tel: +66 2627 7000; Fax: +66 2627 7016
Email: neil.holt@mullenlowe.com
Website: thailand.mullenlowe.com
Personnel
CEO Greater Mekong Neil Holt

NEAT INTERACTIVE (THAILAND)

18th Floor, One Pacific Place,
140 Sukhumvit Road, Khlong Toei,
Bangkok 10110, Thailand
Tel: +66 2254 5911
Email: anchalika@neatinteractive.com
Website: www.neatinteractive.com
Personnel
Managing Director Anchalika Wongwaisarn

OGLIVY BANGKOK

14th-15th Floor, The Offices at Centralworld,
999/9 Rama I Road, Pathumwan,
Bangkok 10330, Thailand
Tel: +66 2205 6000
Fax: +66 2205 6168
Email: punnee.chaiyakul@ogilvy.com
Website: www.ogilvy.com
Personnel
Chairman Punnee Chaiyakul

OUTSOURCIFY

199/24 Soi Sawasdee Sukhumvit 31,
Khlong Tan Nua, Wattana,
Bangkok 10110,
Thailand
Tel: +66 2258 2765
Email: info@outsourcify.net
Personnel
Technical Manager Benoit Schneider

PAPER & PAGE (THAILAND) CO LTD

47/1 Soi Sukhumvit 49/1,
Khlong Tan Nua, Wattana,
Bangkok 10110, Thailand
Tel: +66 96 904 6868
Email: robert@paperandpage.com
Website: www.paperandpage.com
Personnel
Chief Executive Officer Robert Woodrich

PIMCLICK CO., LTD

399 Interchange Building,
20h Floor, Unit 2010,
Sukhumvit Road, Klongtoey-Nua,
Wattana, Bangkok 10110,
Thailand
Tel: +66 2258 3397
Email: contact@pimclick.com
Website: www.pimclick.com
Personnel
Executive Key Account... Arom Phanphengdy

PRIMAL

81 One Building, 21st Floor, Unit 2-3,
Soi Sukhumvit 40, Sukhumvit Road,
Khwaeng Phra Khanong,
Khet Khlong Toei,
Bangkok, Thailand 10110
Tel: +66 2038 5850
Email: mark.mcdowell@primal.co.th
Website: www.primal.co.th
Year of Established
2015
Personnel
Managing Director Mark McDowell
Co Founder Nick Bell
No. of Employee
45
Company Profile
Integrated Digital Marketing Agency

REPRISE THAILAND

Unit 2806, 1 Empire Tower,
28F, South Sathorn Road, Yannawa,
Sathorn, Bangkok 10120, Thailand
Tel: +66 2055 9866; Fax: +66 2055 9899
Email: Supaluk.Tangcharoensiri@
reprisedigital.com
Website: www.reprisemediamedia.com;
www.reprisemediamedia.com

Personnel

Managing Director Supaluk Tangcharoensiri

RGB72 CO LTD

1248 Pattanakarn Road, Suanluang,
Bangkok 10250, Thailand
Tel: +66 2013 1490; Fax: +66 2013 1491
Email: sittipong@rgb72.com
Website: www.rgb72.com

Personnel

Chief Executive Officer

..... Sittipong Sirimaskasem

SPRINGBOARDGUN

11/1 AIA Sathorn Tower, 15th Floor,
South Sathorn Road, Yannawa, Sathorn,
Bangkok 10120, Thailand
Tel: +66 2307 8670
Email: info@cjworx.com
Website: www.cjworx.com

Personnel

Managing Director Jinn Powprapai

SYNDACAST COMPANY LIMITED

388 Exchange Tower, Level 32, Unit 3202,
Sukhumvit Road, Klongtoey,
Klongtoey, Bangkok 10110, Thailand
Tel: +66 2663 5170; Fax: +66 2663 5174
Email: info@syndacast.com
Website: www.syndacast.com

Personnel

Director Truong Tung Nguyen

TELLSCORE

2 Soi Areesamphan 9, Rama 6 Road,
Samsen-Nai, Phayathai,
Bangkok 10400, Thailand
Tel: +66 2278 2991
Fax: +66 2278 2992
Email: contact@tellscore.com
Website: www.tellscore.com

Personnel

CEO & Founder Suvita Charanwong

TRENDS DIGITAL CO., LTD

440/10 4F, Sukhumvit 55 (Thonglor) Klongton
Neau, Wattana, Bangkok 10110, Thailand
Tel: +66 2115 5953
Email: info@trendsdigital.com
Website: www.trendsdigital.com

Personnel

Managing Director Sunny Patel

WUNDERMAN THAILAND

989 Siam Piwat Tower Building,
19F, Unit B1, Rama I Road,
Pathumwan, Bangkok 10330,
Thailand
Tel: +66 2658 0950
Fax: +66 2658 0956
Email: Nick.Annetts@wunderman.com
Website: www.wunderman.com

Personnel

Managing Director Nick Annetts

YES WEB DESIGN STUDIO

17th Floor, Wittayakit Building,
Phayathai Road, Wang Mai, Pathum Wan,
Bangkok 10330, Thailand
Tel: +6696 879 5445

Email: yeswebdesignstudio@gmail.com

Website: http://yeswebdesignstudio.com

Personnel

Owner Jimmy Tareelap

ZENITH THAILAND

6/F, Sindhorn Tower 1,
130-132 Wireless Road, Lumpini, Patumwan,
Bangkok 10330, Thailand
Tel: +66 2627 3370
Fax: +66 2627 3400

Email: chanida.vibulkitvorakul@
zenithmedia-th.com

Personnel

General Manager Chanida Vibulkitvorakul

VIETNAM

ALEPH VIETNAM

Suite 1902, 19FL, Centec Tower, 72-74
Nguyen Thi Minh Khai Street, Ward 6,
District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 3911 1190

Email: vietnam@aleph-labs.com

Website: www.aleph-labs.com

Personnel

Managing Director, Vietnam Uyen Nguyen

BRANDON MEDIA AND COMMERCIAL SERVICES JOIN STOCK COMPANY

44A Dang Dung Street, Tan Dinh Ward District
1, Ho Chi Minh City, Vietnam
Tel: +84 28 6290 4994

Email: admin@brandon.com.vn

Website: www.brandon.com.vn

Personnel

Digital Planning Director Sina Pham

BRANDUP

Level 2, 197 Nguyen Van Thu Street,
Da Kao Ward, District 1, Ho Chi Minh City,
Vietnam

Tel: +84 28 7308 1618

Email: hoang@brandup.vn

Website: www.brandup.vn

Personnel

Chief Executive Officer Nguyen Hoang

CIRCUS DIGITAL

211B Dien Bien Phu Street, Ward 6, District 3,
Ho Chi Minh City, Vietnam
Tel: +84 28 3911 0875

Email: trung.duong@circusvn.com

Website: www.circusvn.com

Personnel

General Manager Trung Duong

CLOVER ADVERTISING AGENCY

232/17 Vo Thi Sau Street, NPbld, Ward 7,
District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 62963 001 ext 102

Email: ninh.nguyen@cloverads.vn

Website: cloverads.vn

Personnel

General Manager Nhi Nguyen

DENTSU AEGIS NETWORK VIETNAM

19th Floor Vincom Center,
72 Le Thanh Ton Street,
Ben Nghe Ward, District 1,
Ho Chi Minh City, Vietnam
Tel: +84 28 3823 3588
Fax: +84 28 3823 3589

Email: Sanjay.Bhasin@dentsuaegis.com

Website: www.dentsuaegisnetwork.com/

Personnel

Indochina CEO, Dentsu Aegis Network

..... Sanjay Bhasin

DNA DIGITAL

#10-11 Floors, 258 Nam Ky Khoi Nghia,
Ward 8, District 3, Ho Chi Minh City,
Vietnam

Tel: +84 28 3930 0590

Email: thuan@dna.vn

Website: dna.vn

Personnel

Managing Director Ngo Minh Thuan

DSQUARE - SQUARE DIRECT ADVERTISING JSC

54-56 Hoa Dao Street, Ward 2,
Phu Nhuan District, Ho Chi Minh City,
Vietnam

Tel: +84 28 3517 3635

Fax: +84 28 3517 3780

Email: khien.truong@dsquare.com.vn

Website: www.dsquare.com.vn

Personnel

Chief Executive Officer Khien Truong

GREY GROUP VIETNAM

Ground Floor, Star Building, 33 Bis Mac Dinh
Chi St., Da Kao Ward, Dist 1, Ho Chi Minh City,
Vietnam

Tel: +84 28 3827 3860

Fax: +84 28 3827 3861

Email: sandip.rakhit@grey.com

Website: www.grey.com/vietnam

Personnel

Chief Executive Officer Sandip Rakhit

GREY HO CHI MINH CITY

Ground Floor, Star Building,
33 Bis Mac Dinh Chi St., Da Kao Ward,
District 1, Ho Chi Minh City,
Vietnam

Tel: +84 28 3827 3860

Fax: +84 28 3827 3861

Email: sandip.rakhit@grey.com

Website: www.grey.com/vietnam

Personnel

Chief Executive Officer,

Grey Group Vietnam

..... Sandip Rakhit

OGILVY HO CHI MINH CITY

Centec Tower 12th Floor,
72-74 Nguyen Thi Minh Khai Street,
District 3, Ho Chi Minh City,
Vietnam

Tel: +84 28 3821 9529

Fax: +84 28 3821 8549

Email: trongduc.nguyen@ogilvy.com

Website: www.ogilvy.com

Personnel

Chief Executive Trong Duc Nguyen

P2P CREATIVE DIGITAL AGENCY

12 Q Nguyen Thi Minh Khai Street,
Da Kao Ward, District 1, Ho Chi Minh City,
Vietnam
Tel: +84903090337
Email: hato@p2pdigital.vn
Website: www.p2pdigital.vn
Personnel
Account Director To Nguyen Ngoc Ha

PERFORMICS, VIETNAM

170 Nguyen Van Huong, Thao Dien,
District 2, Ho Chi Minh City,
Vietnam
Tel: +842862813936
Email: Etienne.ricco@performics.com.vn
Personnel
Business Director Etienne Ricco

PMAX - PERFORMANCE MARKETING AGENCY

24, D6, Saigon Pearl, 92 Nguyen Huu Canh,
Ward 22, Binh Thanh District,
Ho Chi Minh City, Vietnam
Tel: +84902060211
Email: hanh@pmax.com.vn
Website: pmax.com.vn
Personnel
Chief Operation Officer Hanh Le

RED2 VIETNAM CO LTD

Cali Tower, 464-468 Phan Xich Long,
Ward 2, Phu Nhuan District,
Ho Chi Minh City, Vietnam
Tel: +84901360699
Email: lukejanich@red2digital.com.vn
Website: www.red2digital.com.vn
Personnel
Director Luke Steven Janich

REDIXEL

39/2A Hoang Du Khuong Street,
Ward 12, District 10,
Ho Chi Minh City,
Vietnam
Tel: +84909083980
Email: contact@redixel.com
Website: http://redixel.com
Personnel
Founder/CEO Huynh Tin

REIKA

Floor 10, 21 Nguyen Trung Ngan,
Ben Nghe, District 1,
Ho Chi Minh City 700000,
Vietnam
Tel: +842829475534
Email: ask@reika.co
Website: http://reika.co
Personnel
Managing Director Mikhail Tuan Duong

REPU DIGITAL

52 Vo Van Dung Street, Dong Da District,
Hanoi, Vietnam
Tel: +84973838000
Email: cuonglt@repu.vn
Website: http://repu.vn
Personnel
CEO & Founder Jason Lai

SMARTOSC

No. 4, Vo Van Dung Street, O Cho Dua Ward,
Dong Da District, Hanoi, Vietnam
Tel: +842437620248
Email: info@smartosc.com
Website: www.smartosc.com
Personnel
Marketing Manager Trieu Duc Trong

SPLASH INTERACTIVE, CO. LTD.

Floor 5, Sacom Building, 152/11B Dien Bien
Phu Street, Ward 25, Binh Thanh District,
Ho Chi Minh City, Vietnam
Tel: +84835123004
Email: enquiry@splashinteractive.com.vn
Website: www.splashinteractive.com.vn
Personnel
General Manager Edward Patrick

TRIBAL WORLDWIDE VIETNAM

21 Phung Khac Khoan Street, Da Kao Ward,
District 1, Ho Chi Minh City, Vietnam
Tel: +84838240888
Fax: +84838272875
Email: om@vn.ddb.com
Website: www.ddb.com
Personnel
Managing Director Olaf Mueller

WISDOM AGENCY

Floor 2, NDT Perfect Building,
150bis Le Thi Hong Gam, Cau Ong Lanh Ward,
District 1, Ho Chi Minh City, Vietnam
Tel: +842871099978
Email: contact@wisdom.com.vn
Website: http://wisdom.com.vn
Personnel
Managing Director Nguyen Hai Minh

ZENITH VIETNAM

170 Nguyen Van Huong, Thao Dien,
District 2, Ho Chi Minh City,
Vietnam
Tel: +842862813936
Email: chetan.khandelwal@zenithmedia.vn
Personnel
Senior Business Director
..... Chetan Khandelwal

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campaign

Media

REGIONAL

ADCITY

80 Robinson Road, #20-01,
Singapore 068898
Tel: +65 6645 4700
Fax: +65 6645 4701
Email: francx.vidal@adcitvww.com
Website: www.adcityww.com

Personnel

Regional Business Director, APAC
..... Franck Vida

HAVAS GROUP ASIA PACIFIC

80 Robinson Road, #20-01,
Singapore 068898
Tel: +65 6645 4700; Fax: +65 6645 4701
Email: mike.amour@havas.com
Website: www.havasgroup.com

Personnel

Chairman & CEO Mike Amour

Company Profile

Havas Media is the main media brand in the Havas Group and operates in 144 countries.

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HAVAS GROUP AUSTRALIA & NEW ZEALAND

Level 7, 155 Clarence St, Sydney,
NSW 2000, Australia
Tel: +61 2 9213 3000
Email: anthony.freedman@havas.com
Website: http://au.havas.com

Personnel

Chairman Anthony Freedman

HAVAS GROUP GREATER CHINA

11/F Novel Building,
887 Huaihai Zhong Road,
Shanghai 200020, China
Tel: +86 21 3397 8666
Email: mason.lin@havas.com
karl.wu@havas.com

Website: http://cn.havas.com

Personnel

Chairman Mason Lin
Chief Executive Officer Karl Wu

HAVAS GROUP SOUTHEAST ASIA & INDIA

80 Robinson Road #20-01,
Singapore 068898
Tel: +65 6645 4700
Fax: +65 6645 4701
Email: vishnu.mohan@havas.com
Website: www.havasgroup.com

Personnel

Chairman & CEO Vishnu Mohan

DENTSU AEGIS NETWORK/ ASIA PACIFIC

1 Wallich Street, #22-01 Guoco Tower,
Singapore 078881
Tel: +65 6501 4900
Website: www.dentsuaegisnetwork.com/
asiapacific

Personnel

Executive Chairman, Asia Pacific
..... Takaki Hibino

GROUPM ASIA PACIFIC

36/F PCCW Tower, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2280 3260; Fax: +852 2280 3270
Email: mark.patterson@groupm.com

Personnel

Chief Executive Officer, Asia Pacific
..... Mark Patterson

INITIATIVE

40A Orchard Road, #05-01 MacDonald
House, Singapore 238838
Tel: +65 6500 8388; Fax: +65 6734 9842
Email: Will.Anstee@initiative.com
Website: www.initiative.com

Personnel

Initiative APAC President Will Anstee

IPG MEDIABRANDS

40A Orchard Road, #05-01 MacDonald
House, Singapore 238838
Tel: +65 6500 8388; Fax: +65 6734 9842
Website: apac.mbw.com

Personnel

Chief Executive Officer Leigh Terry

ISENTIA AUSTRALIA

Level 3, 219-241 Cleveland Street, Sydney,
NSW 2012, Australia
Tel: +61 2 9318 4000
Email: brendan.mcgreevy@isentia.com
Website: www.isentia.com

Personnel

Country Manager Brendan McGreevy

M/SIX ASIA-PACIFIC

18 Cross Street, #04-03 & 01,
Singapore 048423
Tel: +65 9721 8022
Email: kevin.rooney@msixagency.com
Website: www.msixagency.asia

Personnel

Managing Director, m/six Asia Pacific
..... Kevin Rooney

MAGNA GLOBAL

40A Orchard Road, #05-01 MacDonald
House, Singapore 238838
Tel: +65 6500 8388; Fax: +65 6734 9842
Email: gurpreet.singh@magnaglobal.com
Website: www.magnaglobal.com

Personnel

Managing Director, Asia Gurpreet Singh

MEDIACOM ASIA PACIFIC

18 Cross Street, #04-01 & 03 China Square
Central, Singapore 048423
Tel: +65 6232 5460
Fax: +65 6223 8523
Email: mark.heap@mediacom.com

Personnel

Chief Executive Officer, Asia Pacific Mark Heap

MINDSHARE ASIA-PACIFIC

18 Cross Street, China Square Central,
#04-01 & 03, Singapore 048423
Tel: +65 6395 0800
Email: amrita.randhawa@mindshareworld.
com; ashutosh.srivastava@mindshareworld.
com

Personnel

CEO Mindshare APAC and Chairperson,
Mindshare Greater China... Amrita Randhawa
Chairman & CEO, Mindshare AMEA, Russia,
and CIS Ashutosh Srivastava

OMD APAC

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 6876 6880
Email: apac@omd.com
Website: www.omd.com/asia-pacific/global-
media-agency

Personnel

Chief Executive Officer Stephen Li

OMNICOM MEDIA GROUP ASIA PACIFIC

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 6876 6800

Personnel

Chief Executive Officer Tony Harradine

PHD ASIA PACIFIC

3 Anson Road, #31-03 Springleaf Tower,
Singapore 079909
Tel: +65 6876 6880
Fax: +65 6305 2631
Email: apac-marcoms@phdmedia.com
Website: www.phdmedia.com

Personnel

Chief Executive Officer James Hawkins

PUBLICIS MEDIA APAC

60 Anson Road,
#07-01 Mapletree Anson,
Singapore 079914
Tel: +65 67 18 6333
Website: www.publicisgroupe.com

Personnel

Chief Executive Officer Gerry Boyle

UM

40A Orchard Road,
#05-01 Macdonald House,
Singapore 238838
Tel: +65 6500 8388
Fax: +65 6734 9842
Email: Kasper.Aakerlund@umww.com
Website: www.umww.com

Personnel

UM APAC President Kasper Aakerlund

AUSTRALIA

ADCITY AUSTRALIA

Level 7, 155 Clarence Street, Sydney,
NSW 2000, Australia
Tel: +61 2 8248 5000
Email: john.lynych@havasmedia.com
Website: www.havasmedia.asia

Personnel

Head of Investment John Lynch

ALCHEMY ONE

103/342 Elizabeth Street, Surry Hills,
NSW 2010, Australia
Tel: +61 2 9052 4974
Email: newbusiness@a-one.io
Website: www.a-one.io
Personnel
Managing Director Joel Trethowan

ARENA MEDIA AUSTRALIA

155 Clarence St., Sydney, NSW 2000, Australia
Tel: +61 2 8248 5090
Email: mike.wilson@havasmedia.com
Website: www.arenamedia.com
Personnel
Chief Executive Officer Mike Wilson

CARAT AUSTRALIA

Level 2, 105 York Street, South Melbourne,
Melbourne, VIC 3205, Australia
Tel: +61 3 9693 8122
Email: joseph.pardillo@carat.com
Website: www.carat.com.au
Personnel
MD, Carat Melbourne Joseph Pardillo

DENTSU AEGIS NETWORK AUSTRALIA

105 York Street, South Melbourne, VIC 3205,
Australia
Tel: +61 3 9693 5544; Fax: +61 3 9690 9318
Email: andrew.hewett@dentsuaegis.com
Website: www.dentsuaegisnetwork.com.au
Personnel
Head of Public Affairs and Communications
..... Andrew Hewett

DWA, A MERKLE COMPANY, SYDNEY

601, No. 2 Elizabeth Plaza, North Sydney,
NSW 2060, Australia
Tel: +61 2 9922 3130; Fax: +61 2 9923 1164
Email: kiarang@dwamedia.com
Website: www.dwamedia.com
Personnel
Managing Director, ANZ Kiaran Geen

GROUPM AUSTRALIA

Level 11, 65 Berry Street, North Sydney,
NSW 2060, Australia
Tel: +61 2 8913 1011; Fax: +61 2 8913 1010
Email: mark.lollback@groupm.com
Personnel
Chief Executive Officer Mark Lollback

HAVAS MEDIA AUSTRALIA - MELBOURNE

132B Gwynne Street, Richmond, Melbourne,
VIC 3121, Australia
Tel: +61 3 9426 5300
Email: matt.houltham@havas.com
Website: www.au.havas.com
Personnel
Group Managing Director Matt Houltham

HAVAS MEDIA AUSTRALIA - SYDNEY

155 Clarence St., Sydney, NSW 2000, Australia
Tel: +61 2 8248 5090
Email: mike.wilson@havasmedia.com
Website: www.au.havas.com
Personnel
Chief Executive Officer Mike Wilson

INITIATIVE AUSTRALIA - MELBOURNE

Level 9, 15 William Street, Melbourne,
VIC 3000, Australia
Tel: +61 3 8888 2900
Email: Shaun.Briggs@initiative.com
Website: www.initiative.com
Personnel
Managing Director Shaun Briggs

INITIATIVE AUSTRALIA - PERTH

Lvl 2/228 Carr Place, Leederville,
Perth, WA 6007, Australia
Tel: +61 8 6282 4700
Email: luke.osullivan@initiative.com
Website: www.initiative.com
Personnel
Office Head Luke O'Sullivan

INITIATIVE AUSTRALIA - SYDNEY

Level 1, 11 Buckingham Street, Surry Hills,
Sydney, NSW 2010, Australia
Tel: +61 2 8586 2000; Fax: +61 2 8586 2084
Email: melissa.fein@initiative.com
Website: www.initiative.com
Personnel
Chief Executive Officer Melissa Fein

IPG MEDIABRANDS AUSTRALIA

100 Chalmers Street, Surry Hills, Sydney,
NSW 2011, Australia
Tel: +61 2 8373 2200; Fax: +61 2 9994 4016
Email: danny.bass@mbww.com
Website: apac.mbww.com
Personnel
Chief Executive Officer Danny Bass

ISENTIA AUSTRALIA

Level 3, 219-241 Cleveland Street, Sydney,
NSW 2012, Australia
Tel: +61 2 9318 4000
Email: brendan.mcgreevy@isentia.com
Website: www.isentia.com
Personnel
Country Manager Brendan McGreevy

MAGNA AUSTRALIA

100 Chalmers Street, Surry Hill, Sydney,
NSW 2011, Australia
Tel: +61 2 8373 2200; Fax: +61 2 9994 4016
Email: victor.corones@magnaglobal.com
Website: apac.mbww.com
Personnel
Managing Director Victor Corones

MEDIACOM AUSTRALIA - BRISBANE

Level 1, Stanley Street House, Stanley St., Plaza,
Southbank, Brisbane, QLD 4001, Australia
Tel: +61 7 3144 6501; Fax: +61 7 3218 1129
Email: katherine.williams@mediacom.com
Personnel
Managing Director - Brisbane
..... Katherine Williams

MEDIACOM AUSTRALIA - MELBOURNE

Freshwater Place, Level 25, 2 Southbank Blvd,
Southbank, Melbourne, VIC 3006, Australia
Tel: +61 3 9940 7000; Fax: +61 3 9940 7113
Email: willie.pang@mediacom.com
Personnel
Chief Executive Officer Willie Pang

MEDIACOM AUSTRALIA - SYDNEY

Level 17, 65 Berry Street, North Sydney,
Sydney, NSW 2060, Australia
Tel: +61 2 9463 7000; Fax: +61 2 9463 7333
Email: ben.mccallum@mediacom.com
Personnel
General Manager - Sydney Ben Mccallum

MINDSHARE AUSTRALIA - MELBOURNE

Level 7, 5 Queen's Road, Melbourne,
VIC 3004, Australia
Tel: +61 3 9916 5300; Fax: +61 3 9916 5301
Email: katie.rigg-smith@mindshareworld.com
Personnel
CEO Australasia Katie Rigg-Smith

MINDSHARE AUSTRALIA - SYDNEY

Level 13, 65 Berry Street, North Sydney,
NSW 2060, Australia
Tel: +61 2 9287 8400; Fax: +61 2 9287 8433
Email:
katie.rigg-smith@mindshareworld.com
Personnel
CEO Australasia Katie Rigg-Smith

OMD AUSTRALIA - ADELAIDE

Unit 4, 62 King William Road, Goodwood,
Adelaide, SA 5034, Australia
Tel: +61 8 707 15725
Email: mark@omdadelaidel.com.au
Website: www.ond.com/australia
Personnel
Managing Director Mark Elsdon

OMD AUSTRALIA - BRISBANE

Level 3, 200 Adelaide Street, Brisbane,
QLD 4000, Australia
Tel: +61 7 3244 3877
Email: rob.swinton@ond.com
Website: www.ond.com/australia
Personnel
Managing Director Rob Swinton

OMD AUSTRALIA - MELBOURNE

Level 5 & 7, 650 Chapel Street, South Yarra,
Melbourne, VIC 3141, Australia
Tel: +61 3 8420 9000
Email: dianne.richardson@ond.com
Website: www.ond.com/australia
Personnel
Managing Director Dianne Richardson

OMD AUSTRALIA - PERTH

1316 Hay Street, West Perth, WA 6005,
Australia
Tel: +61 8 9215 3303
Email: anutton@ondwa.com.au
Website: www.ond.com/australia
Personnel
Business Director Angela Nutton

OMD AUSTRALIA - SYDNEY

32 Pyrmont Bridge Road, Sydney, NSW 2009,
Australia
Tel: +61 2 9692 2000
Email: australia@ond.com
Website: www.ond.com/australia/global-
media-agency
Personnel
CEO of OMD Australia Aimee Buchanan

OMD TASMANIA

210 Collins Street, Hobart, TAS 7000,
Australia
Tel: +61 3 6235 2613
Email: matthew.fishburn@omd.com
Website: www.omd.com/australia

Personnel

Business Director Matthew Fishburn

OMNICOM MEDIA GROUP AUSTRALIA

32 Pyrmont Bridge Road, Sydney, NSW 2009,
Australia

Personnel

Chief Executive Officer Peter Horgan

ORION TRADING AUSTRALIA

100 Chalmers Street, Level 3, Surry Hills,
Sydney, NSW 2010, Australia
Tel: +61 2 9994 4267
Email: miles.mcdermott@orionworldwide.com
Website: www.orionworldwide.com

Personnel

Business Development Director
..... Miles McDermott

PHD AUSTRALIA - MELBOURNE

Level 4, 417 St Kilda Road, Melbourne,
VIC 3004, Australia
Tel: +61 3 9270 2000

Email: mark.coad@phdmedia.com
Website: www.phdmedia.com

Personnel

Chief Executive Officer Mark Coad

PHD AUSTRALIA - SYDNEY

Level 1, 137 Pyrmont Street, Pyrmont,
Sydney, NSW 2009, Australia
Tel: +61 2 8514 8515

Email: mark.coad@phdmedia.com
Website: www.phdmedia.com

Personnel

Chief Executive Officer Mark Coad

POSTERSCOPE AUSTRALIA

Bond One, Level 3, 20 Windmill Street,
Walsh Bay, NSW 2000, Australia
Tel: +61 2 8094 7744

Email: bryan.magee@posterscope.com
Website: www.posterscope.com.au

Personnel

Managing Director, Posterscope Australia
..... Bryan Magee

STARCOM MEDIAVEST GROUP AUSTRALIA

Bond Store 2, 28 Windmill Street, Walsh Bay,
Sydney, NSW 2000, Australia
Tel: +61 2 8666 8000; Fax: +61 2 8666 8001
Email: toby.barbour@smvgroup.com.au
Website: www.starcomwww.com

Personnel

Chief Executive Officer Toby Barbour

UM AUSTRALIA - BRISBANE

Level One, 29 Doggett Street, Fortitude Valley,
Brisbane, QLD 4006, Australia
Tel: +61 7 3105 3000
Fax: +61 7 3105 3105
Email: chris.platt@umwww.com
Website: www.weareum.com

Personnel

Managing Director Chris Platt

UM AUSTRALIA - MELBOURNE

Level 9, 15 William Street, Melbourne,
VIC 3000, Australia
Tel: +61 3 9993 9627
Email: gareth.nicholls@umwww.com
Website: www.weareum.com

Personnel

General Manager Gareth Nicholls

UM AUSTRALIA - SYDNEY

100 Chalmers Street, Surry Hills,
Sydney, NSW 2011,
Australia
Tel: +61 2 9994 4200
Fax: +61 2 8586 2080
Email: fiona.johnston@umwww.com
Website: www.weareum.com

Personnel

Chief Executive Officer Fiona Johnston

VIZEUM MELBOURNE

100 York Street, South Melbourne,
Melbourne, VIC 3205,
Australia
Tel: +61 3 9693 8357
Email: tom.cooper@vizeum.com
Website: www.vizeum.com.au

Personnel

General Manager Tom Cooper

VIZEUM SYDNEY

Level 2, 44 Mountain Street,
Ultimo, NSW 2007,
Australia
Tel: +61 2 8094 7400
Email: travis.day@vizeum.com
Website: www.vizeum.com.au

Personnel

National Managing Director Travis Day

WAVEMAKER AUSTRALIA - ADELAIDE

Level 1, 1-5 Wakefield Street,
Kent Town, Adelaide, SA 5067,
Australia
Tel: +61 8 8366 4744
Email: peter.vogel@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer Peter Vogel

WAVEMAKER AUSTRALIA - BRISBANE

Level 1, 153 Stanley Street Plaza,
South Bank, Brisbane, QLD 4101,
Australia
Tel: +61 7 3144 6570
Email: peter.vogel@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer Peter Vogel

WAVEMAKER AUSTRALIA - MELBOURNE

Level 25, Freshwater Place,
2 Southbank Boulevard,
Melbourne, VIC 3006,
Australia
Tel: +61 3 9246 1000
Email: peter.vogel@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer Peter Vogel

WAVEMAKER AUSTRALIA - SYDNEY

Level 14, 65 Berry St, North Sydney, Sydney,
NSW 2060, Australia
Tel: +61 2 8356 0600

Email: peter.vogel@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer Peter Vogel

ZENITH SYDNEY, AUSTRALIA

Bond Store 3, 30 Windmill Street, Walsh Bay,
Sydney, NSW 2000, Australia
Tel: +61 2 9258 9000; Fax: +61 2 9258 9001
Email: sydney.reception@publicis.com.au

Personnel

Chief Executive Officer Nickie Scriven

BANGLADESH

HAVAS MEDIA BANGLADESH

Flat #B4, H#257/A, Road #19, New DOHS,
Mohakhali, Dhaka 1206, Bangladesh
Tel: +880 2 988 4482

Email: mazhar@havasmedia-bd.com
Website: www.havasmedia.asia

Personnel

Managing Director Mazharul Chowdhury

MINDSHARE BANGLADESH

Millennium Castle House 47, Road 27,
Block A Banani, Dhaka 1213, Bangladesh
Tel: +880 2 5503 3812, 5503 5525
Fax: +880 2 5503 3817

Email: morshed@mindshare-bd.com

Personnel

Managing Director, Mindshare Bangladesh
..... Morshed Alam

TOP OF MIND

House 8/A, Road 143, Gulshan-1,
Dhaka 1212, Bangladesh
Tel: +880 2 5504 5100

Email: info@topofmindbd.com
Website: www.topofmindbd.com

Personnel

Media Director Sayeda Umme

WAVEMAKER BANGLADESH

Millennium Castle (Level 2), Plot 47, Road 27,
Block A, Banani, Dhaka 1213, Bangladesh
Tel: +880 2 883 2447

Email: hasan.faruque@wmglobal-bd.com
Website: www.wavemakerglobal.com/

Personnel

Director Hasan Faruque

CAMBODIA

PHNOM PENH MEDIA CO LTD - PPML

Building #34, 1st & 2nd Floor, Sangkat
Beung Raing, Khan Daun Penh, Phnom Penh,
Cambodia
Tel: +855 23 212 171; Fax: +855 23 213 581
Email: michael@ppml.com.kh
Website: www.ppmlgroup.com

Personnel

Chairwoman Kouch Navy

CHINA

ADDCITY CHINA

11/F Novel Building, 887 Huaihai Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8765
Email: sharon.wang@adccitywww.com
Website: www.adccitywww.com

Personnel

Head of Adcity..... Sharon Wang

ARENA MEDIA CHINA

Section E, Tower 2, Dian Tong Creative Square, 7 Jiu Xian Qiao North Road, Chaoyang District, Beijing 100015, China
Tel: +86 10 5923 2770; Fax: +86 10 5923 2775
Email: jennifer.hu@arenamedia.com
Website: www.arenamedia.com

Personnel

General Manager Jennifer Hu

BLUE 449 CHINA

18/F, Henderson 688, No. 688 West Nanjing Road, Jingan District, Shanghai 200041, China
Tel: +86 21 6133 8558
Email: vivianjh.zhu@blue449.com
Website: www.blue449.com

Personnel

CEO, Blue 449 Vivian Zhu

CAPTIVE MEDIA (SHANGHAI) LTD

Suite 1501 Daning Original Center, 658 Lingshi Road, Zhabei District, Shanghai 200072, China
Tel: +86 21 3158 7836
Email: colin.phua@captive.com.cn
Website: www.captive.com.cn

Personnel

Managing Director Colin Phua

CARAT CHINA

15/F, 5 Corporate Avenue, 150 Hubin Road, Shanghai 200021, China
Tel: +86 21 3335 0000; Fax: +86 21 3335 2106
Email: media.redefining@carat.com
Website: www.carat.com/cn

Personnel

Managing Director Monica Lin

CHINA BEIJING TIAN KONG HAI KUO ADVERTISING (L&L PARTNERS LIMITED)

Room B, 12/F, Linda Tower B, 8 Dong Tu Cheng Road, Chaoyang District, Beijing 100013, China
Tel: +86 10 6446 2108; Fax: +86 10 6446 2109
Email: johnnylo@126.com

Personnel

Managing Director Johnny Lo

DWA, A MERKLE COMPANY, BEIJING

Level 15, NCI Tower, 12A Jianguomenwai Avenue, Chaoyang District, Beijing 100022, China
Tel: +86 10 8523 3355; Fax: +86 10 8523 3356
Email: leonl@dwamedia.com
Website: www.dwamedia.com.cn

Personnel

Business Director Leon Liu

GROUPM CHINA

20/WPP Campus, 399 Hengfeng Road, Shanghai 200070, China
Tel: +86 21 2307 7701; Fax: +86 21 2307 7706
Email: patrick.xu@groupm.com

Personnel

Chief Executive Officer..... Patrick Xu

HAVAS MEDIA CHINA - BEIJING

Section E, Tower 2, Dian Tong Creative Square, 7 Jiu Xian Qiao North Road, Chaoyang District, Beijing 100015, China
Tel: +86 10 5923 2950

Email: karl.wu@havasmg.com

Website: www.havasmedia.asia

Personnel

Chief Executive Officer..... Karl Wu

HAVAS MEDIA CHINA - SHANGHAI

11/F Novel Building, 887 Huaihai Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8654
Website: www.havasmedia.asia

Personnel

Managing Director Herman Chik

HAVAS SPORTS & ENTERTAINMENT CHINA

11/F, Novel Building, 887 Huaihai Zhong Road, Shanghai 200020, China
Tel: +86 21 3397 8836
Email: romain.devisme@havas-se.com
Website: www.havas-se.cn

Personnel

General Manager Romain Devisme

INITIATIVE CHINA - BEIJING

2/F, Zhaowei Building, No. 14 Jiu Xian Qiao Rd., Chaoyang District, Beijing 100016, China
Tel: +86 10 5804 0400
Email: Tom.Wan@mbww.com
Website: www.initiative.com

Personnel

Chief Executive Officer..... Tom Wan

INITIATIVE CHINA - GUANGZHOU

Room 1401-1402, Floor 14, Block 2 Rui An Center, No. 374 Beijing Road, Yuexiu District, Guangzhou, China
Tel: +86 20 2910 1288
Email: Clement.Wu@initiative.com

Website: www.umww.com

Personnel

Managing Director, Guangzhou .. Clement Wu

INITIATIVE CHINA - SHANGHAI

15/F Huaihai Plaza, 1045 Huaihai Zhong Road, Shanghai 200031, China
Tel: +86 21 2411 2288
Email: Richard.Zhang@initiative.com
Website: www.initiative.com

Personnel

Managing Director, Shanghai.. Richard Zhang

IPG MEDIABRANDS CHINA

15/F Huai Hai Plaza, 1045 Central Huai Hai Road, Shanghai 200031, China
Tel: +86 21 2411 2288
Email: tom.wan@mbww.com
Website: apac.mbww.com

Personnel

Chief Executive Officer..... Tom Wan

ISENTIA CHINA - BEIJING

Room 401, 3rd Phase A, Dong Yi Media Park, 8 Gaojing Culture Park Road, Chaoyang District, Beijing 100023, China
Tel: +86 10 6568 8897

Email: kianfong.wong@isentia.com

Website: www.isentia.com

Personnel

Country Manager Kian Fong Wong

ISENTIA CHINA - SHANGHAI

Room 2005-2006 Centro Plaza, 568 Hengfeng Road, Jing'an District, Shanghai 200070, China
Tel: +86 21 6140 6009

Email: kianfong.wong@isentia.com

Website: www.isentia.com

Personnel

Country Manager Kian Fong Wong

KINETIC CHINA

27/F WPP Campus, 399 Heng Seng Road, Jing'an District, Shanghai 200070, China
Tel: +86 21 2307 7900

Email: claudine.kwek@kineticww.com

Website: www.kineticww.com

Personnel

Chief Executive Officer..... Claudine Kwek

M/SIX CHINA

20F, WPP Campus, 399 Heng Feng Road, Shanghai, China
Tel: +65 97 21 8022

Email: kevin.rooney@msixagency.com

Website: www.msixagency.asia

Personnel

Managing Director, m/six Asia Pacific Kevin Rooney

MEDIACOM CHINA - BEIJING

Room 1205B, Jin Bao Tower, 89 Jin Bao St., Dong Cheng District, Beijing 100005, China
Tel: +86 10 8513 1132; Fax: +86 10 8513 1366
Email: yoyo.zhao@mediacom.com

Personnel

Office Head, BJ Office..... Yoyo Zhao

MEDIACOM CHINA - GUANGZHOU

8/F, Development Center, 3 Lin Jiang Road, Pearl River New City, Guangzhou 510623, China
Tel: +86 20 2881 8236; Fax: +86 20 2881 8265
Email: phil.romans@mediacom.com

Personnel

Office Head, GZ Office Phil Romans

MEDIACOM CHINA - SHANGHAI

399 Heng Feng Road, 21/F, WPP Campus, Jing'an District, Shanghai 200070, China
Tel: +86 21 2405 1068; Fax: +86 21 2307 7753
Email: rupert.mcpetrie@mediacom.com

Personnel

Chief Executive Officer, China Rupert Mcpetrie

MEDIADV (BEIJING OFFICE)

18/F, Building A, Zhonghui Square, No. 11 Dongzhimen South Road, Dongcheng District, Beijing 100007, China
Tel: +86 10 5765 3600; Fax: +86 10 5765 3500
Website: www.mediaadv.cn

Personnel

President Dalton Zheng

MEDIAV (SHANGHAI OFFICE)

9F, Building A, Orient International Yuanzhong Tower, 2900 North Zhongshan Road, Putuo District, Shanghai 200063, China
Tel: +86 21 60568188
Fax: +86 21 60568187
Website: www.media.cn
Personnel
President Dalton Zheng

MINDSHARE CHINA - BEIJING

13/F Hua Li Building, 58 Jin Bao Street, Dong Cheng District, Beijing 100005, China
Tel: +86 10 8523 3679
Fax: +86 10 6512 0131
Email: amrita.randhawa@mindshareworld.com
Personnel
CEO & Chairperson, Mindshare Greater China & CEO, Mindshare APAC Amrita Randhawa

MINDSHARE CHINA - GUANGZHOU

8/F Development Center, 3 Lin Jiang Road, Pearl River New City, Guangzhou 510623, China
Tel: +86 20 2881 8288
Fax: +86 20 3785 1070
Email: amrita.randhawa@mindshareworld.com
Personnel
CEO & Chairperson, Mindshare Greater China & CEO, Mindshare APAC Amrita Randhawa

MINDSHARE CHINA - SHANGHAI

17/F, WPP Campus, 399 Hengfeng Road, Shanghai 200070, China
Tel: +86 21 2405 1188
Fax: +86 21 2405 1230
Email: amrita.randhawa@mindshareworld.com
Personnel
CEO & Chairperson, Mindshare Greater China & CEO, Mindshare APAC Amrita Randhawa

OMD CHINA - BEIJING

7/F, Tower A, E Zone, Li Xing Hang Center, 8 Guangshun South Street, Chaoyang District, Beijing 100020, China
Tel: +86 10 5775 5100
Website: www.ond.com/asia-pacific
Personnel
Chief Executive Officer Aaron Wild

OMD CHINA - GUANGZHOU

Room 1201/1206 Southern Tower G. T. Land Plaza, No. 8 Zhu Jiang West Road, Zhu Jiang New Town, Guangzhou 510623, China
Website: www.ond.com/asia-pacific
Personnel
General Manager Kevin Mann

OMD CHINA - SHANGHAI

15/F Eco City, 1788 Nanjing West Road, Shanghai, China
Tel: +86 21 6263 3005
Fax: +86 21 6258 9550
Email: info@ond.com
Website: www.ond.com/asia-pacific
Personnel
Chief Executive Officer Aaron Wild

OMNICOM MEDIA GROUP CHINA

15F Eco City, No. 1788 Nanjing West Road, Shanghai, China
Personnel
Non Executive Chairman Doug Pearce

PHD CHINA - BEIJING

Tower A, Room 602, Li Xing Hang Center, 8 Guangshun South Street 100102, China
Tel: +86 10 5775 5400
Email: tony.tang@phdmedia.com
Website: www.phdmedia.com
Personnel
Managing Director, PHD Beijing Tony Tang

PHD CHINA - SHANGHAI

12/F Eco City, 1788 West Nanjing Road, Shanghai 200040, China
Tel: +86 21 6263 3500
Fax: +86 21 6258 9700
Email: anna.chitty@phdmedia.com
Website: www.phdmedia.com
Personnel
Chief Executive Officer Anna Chitty

POSTERSCOPE CHINA

12/F, 5 Corporate Avenue, 150 Hubin Road, Shanghai 200021, China
Tel: +86 10 5873 5000 ext. 5227
Fax: +86 21 3335 2108
Email: roseling.gao@posterscope.com
Website: www.posterscope.com
Personnel
Senior Contextual Marketing Executive Roseling Gao

PUBLICIS MEDIA GREATER CHINA

18/F, Henderson 688, No. 688 West Nanjing Road, Jingan District, Shanghai 200041, China
Tel: +86 21 6133 8010
Email: bertilla.teo@publicismedia.com
Website: www.publicismedia.com
Personnel
CEO, Greater China, Publicis Media Bertilla Teo

SPARK FOUNDRY CHINA

U03-08, 11/F, Henderson 688, 688 West Nanjing Road, Jingan District, Shanghai 200041, China
Tel: +86 21 6133 8170
Email: ching.ian@sparkfoundryww.com
Website: www.sparkfoundryww.com
Personnel
CEO, Spark Foundry Wee Ching Ian

STARCOM CHINA

Unit 03-08, 11/F, Henderson 688, 688 West Nanjing Road, Jingan District, Shanghai 200041, China
Tel: +86 21 6133 8170
Email: ching.ian@starcomww.com
Website: www.starcomww.com
Personnel
CEO, Starcom Wee Ching Ian

UM CHINA, BEIJING

2/F Zhaowei Building, 14 Jiuxianqiao Road, Chaoyang District, Beijing 100016, China
Tel: +86 10 5804 0400
Email: tom.wan@umww.com
Website: www.umww.com
Personnel
Chief Executive Officer Tom Wan

UM CHINA, GUANGZHOU

Room 1401-1402, 14/F, Block 2 Rui An Center, 374 Beijing Road, Yuexiu District, Guangzhou, China
Tel: +86 20 2910 1288
Email: tom.wan@umww.com
Website: www.umww.com
Personnel
Chief Executive Officer Tom Wan

UM CHINA, SHANGHAI

15/F Huailai Plaza, 1045 Huailai Zhong Road, Shanghai 200031, China
Tel: +86 21 2411 2288
Email: tom.wan@umww.com
Website: www.umww.com
Personnel
Chief Executive Officer Tom Wan

VEIZEUM CHINA (BEIJING)

7/F, East Tower, Genesis Beijing, No. 8 Xinyuan South Road, Chaoyang District, Beijing 100027, China
Tel: +86 10 5873 5000
Email: tong.zhang@vizeum.com
Website: www.vizeum.com
Personnel
General Manager Tong Zhang

VEIZEUM CHINA (SHANGHAI)

10/F, 5 Corporate Avenue, 150 Hubin Road, Lu Wan District, Shanghai 200021, China
Tel: +86 21 3335 1288
Fax: +86 21 3335 2112
Email: jimmy.kuo@vizeum.com
Website: www.vizeum.com
Personnel
CEO, Vizeum China Jimmy Kuo

WAVEMAKER CHINA - SHANGHAI (HQ)

22F-23F, WPP Campus, 399 Hengfeng Road, Shanghai 200070, China
Tel: +86 21 2405 1293
Email: gordon.domlija@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Chief Executive Officer Gordon Domlija

WAVEMAKER CHINA - BEIJING

12F Huaili Building, 58 Jinbao Street, Beijing 100005, China
Tel: +86 10 8523 0981
Email: gordon.domlija@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Chief Executive Officer Gordon Domlija

WAVEMAKER CHINA - GUANGZHOU

1001 B, Development Center, 3 Linjiang Da Dao, Zhujiang New City, Guangzhou 510623, China
Tel: +862028818288
Email: gordon.domlija@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer..... Gordon Domlija

WAVEMAKER CHINA - NANJING

Room 503 Yunfeng Plaza, 8 North Zhongshan Road, Nanjing 210002, China
Tel: +862586898128
Email: gordon.domlija@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer..... Gordon Domlija

ZENITH CHINA

18/F, Henderson 688, No. 688 West Nanjing Road, Jingan District, Shanghai 200041, China
Tel: +862161338299
Email: ellen.to@zenithmedia.com.cn
Website: www.zenithoptimedia.com

Personnel

Chief Executive Officer, Zenith..... Ellen To

HONG KONG

ACTMEDIA HOLDINGS (HONG KONG) CO LTD

Unit 509-511, 5/F Tins Enterprises Centre, 777 Lai Chi Kok Road, Cheung Sha Wan, Kowloon, Hong Kong
Tel: +85225447580; Fax: +85225908680
Email: michellel@actmedhk.com.hk
Website: omg-asia.com/actmedia

Personnel

General Manager..... Michelle Lau

ADCITY MEDIA ASIA PTE LTD

25/F Paul Y Centre, 51 Hung To Road, Kwun Tong, Hong Kong
Tel: +85225901757
Email: charlotte.cotton@adcityww.com
Website: www.adcityww.com

Personnel

Account Manager, Hong Kong
..... Charlotte Cotton

AD-IMPACT LTD

Room 1402, Corn Yan Centre, 3 Jupiter Street, North Point, Hong Kong
Tel: +85228827833; Fax: +85228057633
Email: davidchui@adimpact.com.hk

Personnel

Chief Executive Officer..... David Chui

BLUE 449 HONG KONG

Unit 3301-04, 33/F AIA Kowloon Tower, 100 How Ming Street, Kwun Tong, Hong Kong
Tel: +85225391600
Fax: +85228569416
Email: robert.sue@blue449.hk
Website: www.blue449.com

Personnel

Managing Director..... Robert Sue

CARAT HONG KONG

27/F, 625 King's Road, North Point, Hong Kong
Tel: +85225234222
Fax: +85225232380
Email: pauline.chu@carat.com

Personnel

CEO, Hong Kong..... Pauline Chu

DEMO POWER HONG KONG

Unit 509-511, 5/F Tins Enterprises Centre, 777 Lai Chi Kok Road, Cheung Sha Wan, Kowloon, Hong Kong
Tel: +85225447580; Fax: +85225908764
Email: michellel@actmedhk.com.hk
Website: omg-asia.com/demopower

Personnel

General Manager..... Michelle Lau

DENTSU X (HONG KONG)

Suite 604, 6/F, 625 King's Road, North Point, Hong Kong
Tel: +85221023800; Fax: +85221023899
Email: kichiro.kisa@dxglobal.com
Website: www.dxglobal.com

Personnel

President & CEO..... Kichiro Kisa

GROUPM HONG KONG

36/F PCCW Tower, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +85222803180; Fax: +85222803299
Email: melanie.lo@groupm.com
Website: www.groupm.com

Personnel

Chief Executive Officer..... Melanie Lo

HAVAS MEDIA HONG KONG

25/F Paul Y Centre, 51 Hung To Road, Kwun Tong, Kowloon, Hong Kong
Tel: +85225901898
Email: andrew.cawte@havasmedia.com
Website: www.havasmedia.asia

Personnel

Managing Director..... Andrew Cawte

IMM ASIA (HONG KONG)

Unit 1308, 13/F, 248 Queen's Road East, Wanchai, Hong Kong
Tel: +85226393635
Email: o.marchal@imm-international.com
Website: www.imm-international.com

Personnel

Asia Director..... Olivier Marchal

IPG MEDIABRANDS HONG KONG

8/F Oxford House, Taikoo Place, 979 Kings Road, Quarry Bay, Hong Kong
Tel: +85229018400; Fax: +85225767308
Email: kasper.aakerlund@mbww.com
Website: apac.mbww.com

Personnel

Chief Executive Officer..... Kasper Aakerlund

ISENTIA HONG KONG

Unit 2503, 25/F K Wah Centre, 191 Java Road, North Point, Hong Kong
Tel: +85236642706
Fax: +85236642701
Email: alex.yu@isentia.com
Website: www.isentia.com.hk

Personnel

General Manager..... Alex Yu

JUMP WILLY

Office 606, 6/F, Hollywood Centre, No. 77-91, Queen's Road West, Sheung Wan, Hong Kong
Tel: +85236185845
Email: joaoseabra@jumpwilly.com
Website: www.jumpwilly.com

Personnel

Creative Director..... Joao Seabra

MEDIACOM HONG KONG

36/F PCCW Tower, 979 King's Road, Taikoo Place, Quarry Bay, Hong Kong
Tel: +85222803433; Fax: +85225675534
Email: alice.chow@mediacom.com

Personnel

Managing Director..... Alice Chow

MINDSHARE HONG KONG

36/F PCCW Tower, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
Tel: +85222803280
Fax: +85222803100
Email: caroline.chan@mindshareworld.com

Personnel

Leader, Hong Kong..... Caroline Chan

OMD HONG KONG

Unit 808, Core E, Cyberport 3, 100 Cyberport Road, Hong Kong
Tel: +85229111668
Fax: +85228271200
Email: gary.wong@omd.com
Website: www.omd.com/hong-kong

Personnel

Managing Director..... Gary Wong

OMNICOM MEDIA GROUP HONG KONG

Unit 808, Core E, Cyberport 3, 100 Cyberport Road, Hong Kong
Tel: +85229111533
Email: deric.wong@omnicommediagroup.com

Personnel

Chief Executive Officer..... Deric Wong

PHD HONG KONG

Unit 907, Core E, Cyberport 3, 100 Cyberport Road, Hong Kong
Tel: +85229111555
Fax: +85225117389
Email: clement.chung@phdmedia.com
Website: www.phdmedia.com

Personnel

Managing Director..... Clement Chung

PUBLICIS MEDIA

Unit 3301-04, 33/F AIA Kowloon Tower, 100 How Ming Street, Kwun Tong, Hong Kong
Tel: +85222369000 / +85225391600
Email: David.chan@publicismedia.com
Website: https://www.publicismedia.com

Personnel

Managing Director..... David Chan

Company Profile

Publicis Media is comprised of Starcom, Zenith, Spark Foundry, Blue 449 and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape.

PURE MEDIA ASIA (HK) LTD

20/F, Simsons Commercial Building,
137-139 Johnston Road, Wanchai, Hong Kong
Tel: +852 3428 2884; Fax: +852 3421 0281
Email: roy@puremedia-asia.com
Website: www.puremedia-asia.com
Personnel
Managing Director Roy Ma

SOCIETY HONG KONG

8/F, Oxford House, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2901 8400; Fax: +852 2576 7308
Email: penny.chow@mbwww.com
Website: www.rallyworldwide.com
Personnel
Head of Society Penny Chow

SPARK FOUNDRY

Unit 3301-04, 33/FAIA Kowloon Tower,
100 How Ming Street, Kwun Tong, Hong Kong
Tel: +852 2539 1600
Email: Shirley.lau@starcomwww.com
Personnel
Managing Director Shirley Lau
Company Profile
Spark Foundry bold vision harnesses a startup spirit with a powerhouse soul that melds an entrepreneurial, innovative business approach with the full resources, capabilities and marketplace clout of Publicis Media.

STARCOM

Unit 3301-04, 33/FAIA Kowloon Tower,
100 How Ming Street, Kwun Tong, Hong Kong
Tel: +852 2539 1600
Email: Shirley.lau@starcomwww.com
Personnel
Managing Director Shirley Lau
Company Profile
Starcom is the Human Experience Company. A world-renowned media communications agency, we believe the alchemy of people and technology creates experiences people love, and actions brands need. Starcom partners with the world's leading marketers including P&G, Samsung, Vision and Mannings.

UM HONG KONG

8/F, Oxford House, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2901 8400; Fax: +852 2576 7308
Email: kasper.aakerlund@mbwww.com
Website: www.umwww.com
Personnel
Chief Executive Officer Kasper Aakerlund

WAVEMAKER HONG KONG

36/F, PCCW Tower, Taikoo Place,
979 King's Road, Quarry Bay, Hong Kong
Tel: +852 2280 3488
Email: Stanley.CH.Ngai@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Managing Director Stanley Ngai

WORLD-FAIR MARKETING LTD

Room 2202, Easey Commercial Building, 253-261 Hennessy Road, Wanchai, Hong Kong
Tel: +852 2838 3183; Fax: +852 2838 1107
Email: susan@worldfair.com.hk
Website: www.worldfair.com.hk
Personnel
Managing Director Susan Fung

XAXIS HONG KONG

36/F PCCW Tower, Taikoo Place,
Quarry Bay, Hong Kong
Tel: +852 2280 5280; Fax: +852 2280 5260
Email: andy.chung@xaxis.com
Website: www.xaxis.com
Personnel
Managing Director Andy Chung

ZENITH

Unit 3301-04, 33/FAIA Kowloon Tower,
100 How Ming Street, Kwun Tong, Hong Kong
Tel: +852 2236 9000
Email: ray.cheng@zenithmedia.com.hk
Personnel
General Manager Ray Cheng
Company Profile
Zenith is The ROI Agency. We blend data, technology and brilliant specialists to scout out new opportunities, solve complex challenges and grow clients' businesses. We are experts in communications, media planning, content, performance marketing, value optimisation and data & analytics.

INDIA

ARENA MEDIA INDIA

6/F, Tower C, DLF Building No. 8,
DLF Cyber City Phase 2,
Haryana, Gurgaon 122002, India
Tel: +91 124 468 4400
Fax: +91 124 468 4499
Email: vishnu.sharma@arenamedia.com
Website: www.arenamedia.com
Personnel
Head of Arena Vishnu Sharma

DENTSU AEGIS NETWORK INDIA

6th Floor, B Wing, Poonam Chambers,
Dr. Annie Besant Road,
Mumbai 400018, India
Tel: +91 22 3024 8100
Fax: +91 22 3024 8125
Email: ashish.bhasin@dentsuaegis.com
Personnel
Chairman & CEO South Asia Ashish Bhasin

DWA BANGALORE

22/F World Trade Centre,
Brigade Gateway Campus,
Malleswaram (W),
Bangalore 560055,
India
Tel: +91 8067935411
Email: abhayk@dwamedia.com
Website: www.dwamedia.com
Personnel
Managing Director Abhay Kulkarni

GROUPM INDIA

Commerz 8th Floor,
International Business Park,
Oberoi Garden City, Goregaon East,
Maharashtra, Mumbai 400063,
India
Tel: +91 22 4239 8888
Fax: +91 22 4239 8936
Email: sam.singh@groupm.com
Personnel
Chief Executive Officer Sameer Singh

HAVAS MEDIA ACTIVE

6th Floor, Tower C, DLF Building No. 8,
DLF Cyber City Phase 2, Haryana,
Gurgaon 122002, India
Tel: +91 124 468 4400; Fax: +91 124 468 4499
Email: ankur.rastogi@havasmedia.com
Website: www.havasmedia.asia
Personnel
Managing Director Ankur Rastogi

HAVAS MEDIA BANGALORE

#3581, 4th Cross, 13th G Main HAL,
2nd Stage, Indiranagar, Karnataka,
Bangalore 560008, India
Tel: +91 80 4666 5222; Fax: +91 80 4666 5250
Email: saurabh.jain@havasmedia.com
Website: www.havasmedia.asia
Personnel
Vice President - South Saurabh Jain

HAVAS MEDIA GURGAON

6th Floor, Tower C, DLF Building No. 8,
DLF Cyber City Phase 2, Haryana,
Gurgaon 122002, India
Tel: +91 124 468 4400; Fax: +91 124 468 4499
Email: uday.mohan@havasmedia.com
Website: www.havasmedia.asia
Personnel
Managing Partner - North and East India
..... Uday Mohan

HAVAS MEDIA INDIA

6th Floor, Tower C, DLF Building No. 8, DLF
Cyber City Phase 2, Gurgaon 122002, India
Tel: +91 124 468 4400; Fax: +91 124 468 4499
Email: anita.nayyar@havasmedia.com;
mohit.joshi@havasmedia.com
Website: www.havasmedia.asia
Personnel
CEO India & South Asia Anita Nayyar
Managing Director Mohit Joshi

HAVAS MEDIA KOZHICODE (HAVAS IMC)

Malabar Gold Pvt Ltd (MHQ), Montana Estate,
Paincottupuram, Kuttikattor,
Kozhikode 673008, India
Tel: +91 92052 94627
Email: sanjay.menon@havasmedia.com
Website: www.havasmedia.asia
Personnel
Business Director Sanjay Menon

HAVAS MEDIA LUDHIANA

402, 4/F Apra Tower, Ferose Gandhu Market,
Punjab, Ludhiana 141001, India
Tel: +91 98152 00760
Email: ashok.bawa@havasmedia.com
Website: www.havasmedia.asia
Personnel
Business Director Ashok Bawa

HAVAS MEDIA MUMBAI

Valencia, 4/F, Raj Kamal Marg,
Dr. S.S Rao Road, Next to Citi Tower,
Maharashtra, Mumbai 400012, India
Tel: +91 22 4360 4000
Fax: +91 22 4360 4055
Email: kunal.jamuar@havasmedia.com
Website: www.havasmedia.asia
Personnel
Managing Partner - West & South
..... Kunal Jamuar

HAVAS SPORTS & ENTERTAINMENT

6th Floor, Tower C, DLF Building No. 8,
DLF Cyber City Phase 2, Haryana,
Gurgaon 122002, India
Tel: +91 1244684400
Fax: +91 1244684499
Email: anita.nayyar@havasmg.com
Website: www.havas-se.com

Personnel

Chief Executive Officer, India & South Asia
..... Anita Nayyar

INITIATIVE INDIA - DELHI

Unitech Business Park, Tower B,
Ground Floor, Sector 41,
Gurgaon, Haryana, Gurgaon 122001,
India
Tel: +91 1243914400
Email: premjeet.sodhi@initiative.com
Website: www.initiative.com

Personnel

Chief Operating Officer Premjeet Sodhi

INITIATIVE INDIA - MUMBAI

4/F Chibber House, Sakinaka,
Mumbai 400072, India
Tel: +91 224935377
Email: premjeet.sodhi@initiative.com
Website: www.initiative.com

Personnel

Chief Operating Officer Premjeet Sodhi

IPG MEDIABRANDS INDIA

4th Floor, Chibber House,
Sakinaka, beside Chakra Restaurant,
Mumbai 400072,
India
Email: shashi.sinha@mbww.com
Website: www.mbww.com

Personnel

Chief Executive Officer Shashi Sinha

KINETIC OUTDOOR ADVERTISING INDIA PVT LTD

15/F, R Tech Park, Romell Real Estate,
Goregaon (E), Mumbai 400063, India
Tel: +91 2240594500
Fax: +91 2240594567
Website: www.kineticww.com

LINTAS MEDIAHUB

(Media planning and buying division),
Phoenix House, B Wing- 3rd Floor,
S. B. Marg, Lower Parel,
Mumbai 400013, India
Tel: +91 2250854603/4600
Email: vidhu.sagar@lintasmediahub.in
Website: www.lintasmediahub.in

Personnel

National Director Vidhu Sagar

M/SIX INDIA - DELHI

6/F, Tower A, Building No. 9,
DLF Cyber City, Phase-III, Jacobpura,
Sector 12, Gurugram, Haryana,
Gurgaon 122002,
India
Tel: +91 1244519300
Email: saket.sinha@msixagency.com
Website: www.msixagency.asia

Personnel

Principal Partner, m/six India Saket Sinha

M/SIX INDIA - MUMBAI

11/F, R Tech Park, Romell Real Estate,
Off Western Express Highway, Near Hub Mall,
Goregaon East, Mumbai 400063, India
Tel: +91 22 7199 2483
Email: saket.sinha@msixagency.com
Website: www.msixagency.asia

Personnel

Principal Partner, m/six India Saket Sinha

MADISON MEDIA

A Unit of Madison Communications Pvt
Ltd, 349 Business Point, Western Express
Highway, Andheri (E), Mumbai 400069, India
Tel: +91 2266401500
Fax: +91 2266750414
Email: sam@madisonindia.com
Website: www.madisonindia.com

Personnel

Chairman & Managing Director .. Sam Balsara

THE MEDIA ANT

785, 2nd Floor, 1st Cross, 12th Main,
HAL 2nd Stage, Indira Nagar, Karnataka,
Bangalore 560008, India
Tel: +91 8067415510
Email: samir@themediant.com
Website: www.themediant.com

Personnel

Chief Executive Officer Samir Chaudhary

MEDIA MOMENTS INSIGHTS PVT LTD

48, Domlur Layout, Near Domlur Post Office,
Old Airport Road, 1st Stage Domlur,
Bengaluru 560071, India
Tel: +91 8042115774
Email: sayani.mahajan@mediamoments.in
Website: www.mediomoments.in

Personnel

Director, Business Development
..... Sayani Mahajan

MEDIACOM COMMUNICATIONS PVT LTD - BANGALORE

3/F, Mahalakshmi Chambers, 29 MG Road,
Bangalore 560001, India
Tel: +91 80 42593200
Fax: +91 80 41133031
Email: hariharan.vishwanath@mediacom.com

Personnel

Managing Partner Hariharan Vishwanath

MEDIACOM COMMUNICATIONS PVT LTD - DELHI

1st Floor, 9A Building, DLF Cyber City, DLF
Phase III, Haryana, Gurgaon 122002, India
Tel: +91 1244519300
Fax: +91 1244519392
Email: Niti.Kumar@mediacom.com

Personnel

Managing Partner Niti Kumar

MEDIACOM COMMUNICATIONS PVT LTD - MUMBAI

201, 2/F, Kamla Executive Park,
Opp Vazir Glass Factory, Andheri (E),
Mumbai 400059, India
Tel: +91 22 4244 8888
Fax: +91 22 4244 8700

Personnel

Chief Executive Officer Navin Khemka

MINDSHARE INDIA - MUMBAI (HQ)

7th Floor, Commerz, International Business
Park, Oberoi Garden City,
Off. Western Express Highway, Goregaon (E),
Mumbai 400063, India
Tel: +91 22 42398777
Fax: +91 22 42398533
Email: prasanth.kumar@mindshareworld.com

Personnel

CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - BANGALORE

2nd Floor, Mahalaxmi Chambers,
29 MG Road, Bangalore 560001,
India
Tel: +91 80 41193100
Fax: +91 80 41133030
Email: prasanth.kumar@mindshareworld.com

Personnel

CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - CHENNAI

House of Media, New No. 13,
Old No. 7, 5th Main Road, Nandanam
Extension, Nandanam,
Tamilnadu, Chennai 600035, India
Tel: +91 44 4289 1000
Fax: +91 44 4289 1050

Personnel

prasanth.kumar@mindshareworld.com

Personnel

CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - DELHI

6th Floor, Tower A, Building No. 9,
DLF Cyber City, Phase III, Gurgaon, India
Tel: +91 1244519300
Fax: +91 1244519627

Personnel

prasanth.kumar@mindshareworld.com

Personnel

CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - HYDERABAD

203 & 204, Mahavir House,
Basheer Bagh Cross Road,
Hyderabad 500029, India
Tel: +91 40 4260 6858

Personnel

prasanth.kumar@mindshareworld.com

Personnel

CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - KOCHI

CC34/1930, BTS Road,
Near Changampuzha Park, Edappally PO,
Kochi 682024, India
Tel: +91 484 234 2236/+91 484 234 2237
Fax: +91 484 234 2247

Personnel

prasanth.kumar@mindshareworld.com

Personnel

CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

MINDSHARE INDIA - KOLKATA

Omega Building, Bengal Intelligent Park,
18th Floor, Plot No A2, M2 & N2 Block EP &
GP Sector V, Salt Lake Electronic Complex,
Kolkata 700091, India
Tel: +91 33 4407 5000
Fax: +91 33 4407 5027
Email: prasanth.kumar@mindshareworld.com
Personnel
CEO - MENA, Africa, and South Asia
..... Prasanth Kumar

OMD INDIA - BANGALORE

Golf View Homes, No. 24, 2nd Floor,
Wind Tunnel Road, Murugeshpalya,
Off. HAL Airport Road, Bangalore 560017,
India
Tel: +91 80 6743 7010
Fax: +91 80 6743 7033
Email: gita.ram@omnicommediagroup.com
Website: www.omd.com/asia-pacific
Personnel
Managing Director - South Gita Ram

OMD INDIA - CHENNAI

308, 2nd Floor, Apeejay Business Centre,
Apeejay House, 39/12 Haddows Road,
Nungambakkam, Chennai 600006, India
Tel: +91 44 2830 3066
Email: ramesh.kalyanaraman@
omnicommediagroup.com
Website: www.omd.com/asia-pacific
Personnel
Vice President Ramesh Kalyanaraman

OMD INDIA - DELHI

Global Business Square, 2nd Floor, Plot No.
32, Industrial Area Sector - 44, Haryana,
Gurgaon 122022, India
Tel: +91 124 493 2900
Fax: +91 124 493 2902
Email: priti.murthy@omd.com
Website: www.omd.com/asia-pacific
Personnel
Chief Executive Officer Priti Murthy

OMD INDIA - MUMBAI

G-1, Paragon Condominium, Pandurang
Bhudkar Marg, Worli, Mumbai 400013, India
Tel: +91 22 6143 7000
Fax: +91 22 6143 7098
Email: Lalit.agrawal@omd.com
Website: www.omd.com/asia-pacific
Personnel
Head of OMD India - West Lalit Agrawal

OMD MUDRAMAX

Mudra House, Opp. Grand Hyatt,
Santacruz East, Mumbai 400 055, India
Tel: +91 22 6295 0808
Fax: +91 22 3308 0304
Email: sathya.murthy@dbmudragroup.com
Website: www.dbmudragroup.com
Personnel
Executive Director, DDB MudraMax Group &
President, OMD MudraMax ..Sathyamurthy N

OMNICOM MEDIA GROUP INDIA

G1, Paragon Centre, Pandurang Budhkar
Marg, Mumbai 400013, India
Tel: +91 22 6143 7021
Personnel
Chief Executive Officer Harish Shriyan

PHD INDIA - BANGALORE

Golf View Homes, 2nd Floor, No. 24,
Wind Tunnel Road, Murugeshpalya, off HAL
Airport Road, Bangalore 560 017, India
Email: jyoti.bansal@phdmedia.com
Website: www.phdmedia.com
Personnel
Chief Executive Officer Jyoti Kumar

PHD INDIA - DELHI

3rd Floor, Global Business Square, Plot
No. 32, Industrial Area, Sector - 44, Gurgaon
122022, India
Tel: +91 124 493 2900; Fax: +91 124 493 2902
Email: dipika.bhasin@phdmedia.com
Website: www.phdmedia.com
Personnel
Head of PHD Delhi Dipika Bhasin

PHD INDIA - MUMBAI

C 46-48, Paragon Centre, Pandurang Budhkar
Marg, Worli, Mumbai 400013, India
Tel: +91 22 6153 5600
Email: jyoti.bansal@phdmedia.com
Website: www.phdmedia.com
Personnel
Chief Executive Officer Jyoti Kumar Bansal

STARCOM INDIA - MUMBAI

Urmi Estate, 16th Floor, Ganpatrao Kadam
Marg, Lower Parel (W), Mumbai 400013, India
Tel: +91 22 3300 0400
Website: www.publicisgroupe.com
Personnel
CEO, Starcom India Rathi Gangappa

UM INDIA - BANGALORE

Lodestar UM - Bangalore, No. 13,
Reddy's Residence, 3rd Floor,
(Next to Eagel Detective Agency),
Langford Road, Bangalore 560025, India
Tel: +91 80 417 39505; Fax: +91 80 4168 1888
Website: www.umwww.com
Personnel
General Manager Vaishali Verma

UM INDIA - CHENNAI

Lodestar UM - Chennai, 262 Golden Towers,
1st Floor, Royapetpah High Road,
Chennai 600014, India
Tel: +91 44 2813 1339; Fax: +91 44 2813 0259
Website: www.umwww.com
Personnel
General Manager Habeeb Nizamudin

UM INDIA - GURGAON

Lodestar UM - Delhi, G/F, Tower B,
Unitech Business Park, Block F, South City 1,
Sector 41, Gurgaon 122001, India
Tel: +91 124 482 0200; Fax: +91 124 482 0277
Email: nandini.dias@lodestarmedia.com
Website: www.umwww.com
Personnel
Chief Executive Officer Nandini Dias

UM INDIA - MUMBAI

Lodestar UM - Mumbai, 5/F Chibber House,
Sakinaka, Mumbai 400072, India
Tel: +91 22 6177 7200
Email: nandini.dias@lodestarmedia.com
Website: www.umwww.com
Personnel
Chief Executive Officer Nandini Dias

WAVEMAKER INDIA - BANGALORE

#29, 5th Floor, Mahalakshmi Chambers M.G.
Road, Karnataka, Bangalore 560001,
India
Tel: +91 80 4119 3100
Email: Kartik.Sharma@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Managing Director Kartik Sharma

WAVEMAKER INDIA - CHENNAI

A House of Media' New No. 13,
Old No. 7 5th Street, Nandanam Extension,
Chennai 600035, India
Tel: +91 44 4289 1000
Email: Kartik.Sharma@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Managing Director Kartik Sharma

WAVEMAKER INDIA - DELHI

6th Floor, Building No. 9A Cyber City,
DLF Phase III, Haryana, Gurgaon 122022,
India
Tel: +91 124 454 2100
Email: Kartik.Sharma@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Managing Director Kartik Sharma

WAVEMAKER INDIA - KERALA

1st floor, #30/212, Palissery Tower,
Next to BSNL Exchange Punkunnam,
Kerala, Thrissur 680002,
India
Tel: +91 487 222 5200
Email: Kartik.Sharma@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Managing Director Kartik Sharma

WAVEMAKER INDIA - KOLKATA

Building, 18th Floor Bengal Intelligent Park
Plot No, A2, M2, N2 Block EP, GP Sector-5 Salt
Lake Electronics Complex, Kolkata 700091,
India
Tel: +91 33 4407 5000
Email: Kartik.Sharma@wmglobal.com
Website: www.wavemakerglobal.com/
Personnel
Managing Director Kartik Sharma

WAVEMAKER INDIA - MUMBAI

9th Floor, Commerz International Business
Park, Oberoi Garden City,
Off Western Express High Way,
Goregaon East, Mumbai 400063,
India
Tel: +91 22 4239 8999
Email: Kartik.Sharma@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Managing Director Kartik Sharma

ZENITH INDIA

90D Section 18, Udyog Vihar, Phase 4,
Haryana, Gurgaon 122015, India
Tel: +91 124 389 3590
Email: tanmay.mohanty@zenithmedia.in
Website: www.zenithmedia.com
Personnel
Group CEO, Zenith India Tanmay Mohanty

INDONESIA

ACTIVATE MEDIA NUSANTARA

Mataram Raya No 6, Kebayoran Baru,
Jakarta, Indonesia
Tel: +6221 72796330; Fax: +6221 72796338
Email: robert.sumianto@goactivate.com
Website: www.goactivate.com

Personnel

Chief Operating Officer Robert Sumianto

ADCITY INDONESIA

Menara Sentraya 11th Floor,
Jalan Iskandarsyah Raya No. 1A,
Jakarta 12160, Indonesia
Tel: +6221 27882441
Fax: +6221 27882443
Email: natalis.kusmargono@havasmg.com
Website: www.adcitywww.com

Personnel

CPO Indonesia Natalis Kusmargono

ARENA MEDIA INDONESIA

Menara Sentraya 11th Floor, Jl. Iskandarsyah
Raya No. 1A, Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +6221 27882441
Fax: +6221 27882443
Email: diena.soeroso@arenamedia.com
Website: www.arenamedia.com

Personnel

General Manager Diena Soeroso

DENTSU AEGIS NETWORK

35th Floor, Menara Sentraya, Jl. Iskandarsyah
1A, Kebayoran Baru, Jakarta 12160,
Indonesia
Tel: +6221 27882888
Fax: +6221 27881978
Email: newbusiness.ID@dentsuaegis.com
Website: www.dentsuaegisnetwork.com

Personnel

Country CEO SK Biswas

DUQSI INDONESIA

Unit 4, 1/F, Cikini, Jl. Cilandiri No 6,
Jakarta 10330, Indonesia
Tel: +6221 3926237; Fax: +6221 3140941
Email: tasya@du-qsi.com
Website: www.du-qsi.com

Personnel

Managing Director Tasya Catleya

DWI SAPTA PRATAMA

Komplek Gading Bukit Indah, Blok I No 22-23,
Jl. Bukit Gading Raya, Kelapa Gading Permai,
Jakarta 14240, Indonesia
Tel: +6221 45847321
Email: maya.watono@dwisapta.com
Website: www.dwisapta.com

Personnel

Chief Executive Officer Maya C Watono

GROUPM INDONESIA

Menara Jamsostek, Gedung Utara 12A Floor,
Jln Gatot Subroto No. 38, Jakarta Selatan,
Jakarta 12710, Indonesia
Tel: +6221 29227488
Fax: +6221 29201494
Email: ed.thesiger@groupm.com

Personnel

Chief Executive Officer Ed Thesiger

HAVAS MEDIA INDONESIA

Menara Sentraya 11th Floor,
Jl. Iskandarsyah Raya No. 1A,
Kebayoran Baru, Jakarta 12160, Indonesia
Tel: +6221 27882441
Fax: +6221 27882443
Email: anwesh.bose@havasmg.com;
listiarni.moeljawan@havasmedia.com
Website: www.havasmedia.asia

Personnel

Chief Executive Officer Anwesh Bose
Managing Director Listiarni Moeljawan

INITIATIVE INDONESIA

PT. Inter Pariwara Global, 5/F Victoria
Building, Jl. Sultan Hasanuddin, 47-51,
Kebayoran Baru, Jakarta 12160, Indonesia
Tel: +6221 7254860; Fax: +6221 7254861
Email: riszti.primula@id.initiative.com
Website: www.initiative.com

Personnel

Managing Director Riszti Primula

IPG MEDIABRANDS INDONESIA

PT. Inter Pariwara Global, 5/F Victoria
Building, Jl. Sultan Hasanuddin 47-51,
Kebayoran Baru, Jakarta 12160, Indonesia
Tel: +6221 7254860
Fax: +6221 7254861
Email: pradeep.harikrishnan@mbww.com
Website: apac.mbww.com

Personnel

Chief Executive Officer Pradeep Harikrishnan

ISENTIA INDONESIA

17/F Gajah Mada Tower, Jl. Gajah Mada
No 19-26, Jakarta 10130, Indonesia
Tel: +6221 6341101
Email: Jason.lee@isentia.com
Website: www.isentia.com

Personnel

Country Manager Jason Lee

LEVERATE MEDIA ASIA

40/F The Plaza, Jl. M.H. Thamrin, Kav. 28-30,
Jakarta 10350, Indonesia
Tel: +6221 29921895
Email: madryana@leverate.co.id
Website: www.Leverate.Co.id

Personnel

Vice President, Media Consulting
..... Meutia Adryana

M/SIX INDONESIA

Tempo Scan Tower 22 Floor,
Rasuna Said Kav 3-4, Jakarta 12950,
Indonesia
Tel: +62815 14407445
Email: henny.suryani@msixagency.com
Website: www.msixagency.asia

Personnel

Managing Director, m/six Indonesia
..... Henny Suryani

MEDIACOM INDONESIA

23/TEMPO Scan Tower,
JIHR Rasuna Said, Kav 4-5,
Jakarta 12950, Indonesia
Tel: +6221 29227300
Fax: +6221 29036747
Email: partha.kabi@mediacom.com

Personnel

Managing Director Partha Kabi

MINDSHARE INDONESIA

Tempo Scan Tower, 23rd Floor,
Jl. H.R Rasuna Said, Kav 3-4,
Jakarta 12950, Indonesia
Tel: +6221 29227300
Fax: +6221 29201483
Email:
himanshu.shekhara@mindshareworld.com

Personnel

CEO, South East Asia Himanshu Shekhar

OMD INDONESIA

Eighty Eight@Kasablanka,
Office Tower 33rd Floor Unit H,
Jl. Casablanca Raya Kav. 88,
Jakarta 12870, Indonesia
Tel: +6221 29820270
Fax: +6221 29820271
Email: melvin.goo@omd.com
Website: www.omd.com/asia-pacific

Personnel

General Manager Melvin Goo

OMNICOM MEDIA GROUP
INDONESIA

Eighty Eight@Kasablanka, Office Tower 32
Floor, Unit D, Jl. Casablanca Raya Kav. 88,
Jakarta 12870, Indonesia
Tel: +6221 29820272
Fax: +6221 29820273

PHD INDONESIA

Eighty Eight@Kasablanka,
Office Tower 32 FI Unit D, Jl. Casablanca Raya
Kav. 88, Jakarta 12870, Indonesia
Tel: +6221 29820272
Fax: +6221 29820273
Email:
rajat.basra@omnicommediagroup.com
Website: www.phdmedia.com

Personnel

Chief Executive Officer (OMG) Rajat Basra

PT RAINBOW ASIA POSTERS

Graha Antero 7th Floor, Jl. Tomang Raya
No 27, Jakarta 11440, Indonesia
Tel: +6221 5664110
Fax: +6221 5663857
Email: fabi@rainbow.co.id
Website: www.rainbow.co.id

Personnel

Director Fabianus Bernadi

SOCIETY INDONESIA

PT. Inter Pariwara Global, 5/F Victoria
Building, Jl. Sultan Hasanuddin 47-51,
Kebayoran Baru, Jakarta 12160, Indonesia
Tel: +6221 7254860
Fax: +6221 7254861
Email: aurellia.shinta@mbww.com

Personnel

Business Director Aurellia Shinta

STARCOM INDONESIA

Noble House, 15th Floor,
Jin. Dr. Ide Anak Agung Gde Agung Kav. E.4.2
No. 2, Jakarta 12950, Indonesia
Tel: +6221 2525625
Fax: +6221 2525620
Email: yasir.riaz@starcomww.com
Website: www.starcomww.com

Personnel

Chief Executive Officer Yasir Riaz

UM INDONESIA

PT. Inter Pariwara Global,
5/F Victoria Building, J1. Sultan Hasanuddin,
47-51, Kebayoran Baru, Jakarta 12160,
Indonesia

Tel: +62 21 725 4860

Fax: +62 21 726 6128

Email: atiek.sudirman@id.umww.com

Website: www.umww.com

Personnel

Managing Director Atiek Sudirman

WAVEMAKER INDONESIA

23rd Floor, Tempo Scan Tower,

J1 H.R. Rasuna Said Kav.3-4,

Jakarta 12950, Indonesia

Tel: +62 21 2922 7300

Email: Ajay.Gupte@wmglobal.com

Website: www.wavemakerglobal.com

Personnel

Managing Director Ajay Gupte

WICAKSANA ADVERTISING

Jl. Soekarno Hatta,

No. 19-20 Semarang 50196,

Indonesia

Tel: +62 24 672 0361

Fax: +62 24 767 2967

Email: agus@wicaksanaIndonesia.com

Website: www.wicaksanaIndonesia.com

Personnel

Director Agus Sumartono

ZENITH INDONESIA

Menara Jamsostek 22/F South Tower,

Jl. Jend. Gatot Subroto No. 38,

Jakarta 12710, Indonesia

Tel: +62 21 252 5476

Email:

ernita.ariestanty@zenithoptimedia-id.com

Website: www.zenithmedia.com

Personnel

Chief Executive Officer Ernita Ariestanty

JAPAN

CARAT JAPAN K.K.

Nomura Ginza Building, 12F, 6-18-2 Ginza,

Chuo-ku, Tokyo 104-0061, Japan

Tel: +81 3 6264 3251

Fax: +81 3 6264 3252

Email: cajcontact.general@carat.com

Website: carat-japan.jp

Personnel

Chief Executive Officer Hiroshi Kugaya

GROUPM JAPAN

30/F Yebisu Garden Place Tower,

4-20-3 Ebisu, Shibuya-Ku,

Tokyo 150-6030, Japan

Tel: +81 3 5791 4634

Email: Linda.lee@groupm.com

Personnel

Managing Director Linda Lee

H&S HAKUHODO

1 Chome-13-10 Shibaura, Minato-ku,

Tokyo-to, Tokyo 105-0023, Japan

Website: www.hearts-science.com

Personnel

Chief Executive Officer Genki Tei

HAVAS MEDIA JAPAN

POLA Aoyama Building, 11th Floor,

2-5-17 Minami-aoyama, Minato-ku,

Tokyo 107-0062, Japan

Tel: +81 3 6268 8141

Email: toshio.naka@havasmedia.asia

Website: www.havasmedia.asia

Personnel

Managing Director Toshio Naka

INITIATIVE JAPAN

Shin Aoyama Building East 1-1-1,

Minami Aoyama, Minato-ku,

Tokyo 107-8679, Japan

Tel: +81 3 3746 8585

Fax: +81 3 3746 8475

Email: Anthony.Plant@mbww.com

Website: www.ipgmediabrands.com

Personnel

Chief Executive Officer Anthony Plant

IPG MEDIABRANDS JAPAN

Shin Aoyama Building East 1-1-1,

Minami Aoyama, Minato-ku,

Tokyo 107-8679, Japan

Tel: +81 3 3746 8585

Fax: +81 3 3746 8475

Email: anthony.plant@mbww.com

Website: apac.mbww.com

Personnel

Chief Executive Officer Anthony Plant

MEDIACOM JAPAN

Yebisu Garden Place Tower 30F, 4-20-3 Ebisu,

Shibuya-ku, Tokyo 150-6030, Japan

Tel: +81 3 5791 4634; Fax: +81 3 5791 4742

Email: linda.lee@mediacom.com

Personnel

Managing Director Linda Lee

MEDIAKEYS JAPAN

3F-3-22-3 Nishiazabu, Minato-ku,

Tokyo 106-0031, Japan

Tel: +81 50 3736 8934

Email: mathias.bouee@comkeys.com

Website: www.comkeys.com

Personnel

Managing Director Mathias Bouee

MINDSHARE JAPAN

Yebisu Garden Place Tower 30/F, 4-20-3

Ebisu Shibuya-Ku, Tokyo 150-6030, Japan

Tel: +81 3 5791 2780; Fax: +81 3 5791 2781

Email: kevin.rooney@mindshareworld.com

Personnel

CEO, Japan & Korea (North Asia)

..... Kevin Rooney

OMD HAKUHODO (JAPAN)

1-13-10 Shibaura, Minato-ku,

Tokyo 105-0023, Japan

Email: motoko.nakao@omd.com

Personnel

Chief Executive Officer Motoko Nakao

ORION TRADING JAPAN

Shin Aoyama Building East, 1-1-1 Minami

Aoyama, Minato-ku, Tokyo 107-8679, Japan

Tel: +81 3 3746 8431

Email: Koichiro.Sano@orionworldwide.com

Website: www.oriontradingww.com

Personnel

Media Director Koichiro Sano

PHD JAPAN

Harumi Triton Square X, 1-8-10 Harumi,

Chuo-ku, Tokyo 104-6038, Japan

Tel: +81 3 6221 8691; Fax: +81 3 6221 8788

Email: kaoru.matsui@isbbdo.co.jp

Website: www.phdmedia.com

Personnel

Chief Executive Officer Kaoru Matsui

SPI JAPAN

3F Hitotsubashi, Annex, 2-4-4 Hitotsubashi,

Chiyoda-ku, Tokyo 101-0003, Japan

Tel: +81 3 3234 9611; Fax: +81 50 3730 9086

Email:

tomoyuki.michihata@spi-consultants.com

Website: www.spi-consultants.com

Personnel

Chief Executive Officer Tomoyuki Michihata

UM JAPAN

Shin Aoyama Building East 1-1-1, Minami

Aoyama, Minato-ku, Tokyo 107-8679, Japan

Tel: +81 3 3746 8081; Fax: +81 3 3746 8475

Email: Anthony.Plant@mbww.com

Website: www.umww.com

Personnel

Chief Executive Officer Anthony Plant

VIEWEUM JAPAN K.K.

Nomura Ginza Building, 12F, 6-18-2 Ginza,

Chuo-ku, Tokyo 104-0061, Japan

Tel: +81 3 6264 3253; Fax: +81 3 6264 3252

Email: vijcontact.general@vizeum.com

Website: www.vizeum-japan.jp

Personnel

Chief Executive Officer Hiroshi Kugaya

WAVEMAKER JAPAN

Ebisu Garden Place Tower 30F, 4-20-3 Ebisu,

Shibuya-ku, Tokyo 150-6030, Japan

Tel: +81 3 5791 4034

Email: kenichi.saito@groupm.com

Website: www.wavemakerglobal.com

Personnel

Managing Director Kenichi Saito

KOREA

CARAT KOREA

9th FL JS Tower, 144-19/20 Samseong-dong,

Gangnam-gu, Seoul 135-090, Korea

Tel: +82 2 6005 0400; Fax: +82 2 6005 0467

Email: contact.kr@carat.com

Personnel

Chief Executive Officer Woohyun Nam

GROUPM KOREA

8th Floor, Apgujeong Building 599, Sinsa-

dong, Gangnam-gu, Seoul 135-893, Korea

Tel: +82 2 6200 1500

Email: jason.chung@groupm.com

Personnel

Chief Executive Officer Jason Chung

HAVAS MEDIA KOREA

4F ILSHIN Building, 98, Hannam-daero,

Yongsan-gu, Seoul 04418, Korea

Tel: +82 70 5142 3700

Email: joseph.rhee@havas.com

Website: www.havasmedia.asia

Personnel

Chief Executive Officer Joseph Rhee

IPG MEDIABRANDS KOREA

W Building 7/F 813-4 Yeoksam-Dong,
Gangnam-Gu, Seoul 135-931, Korea
Tel: +82 221869700
Email: sungwon.gong@umwww.com
Website: apac.mbwww.com

Personnel

Managing Director Sungwon Gong

ISENTIA KOREA

DMC Tower 11F, 189 Seongam-ro, Mapo-gu,
Seoul 03929, Korea
Tel: +82 26254 2990; Fax: +82 26254 2901
Email: katherine.seung@isentia.com
Website: isentia.com

Personnel

Country Manager Katherine Seung

MEDIACOM KOREA

7/F, SB Tower 318, Dosan-Daero,
Gangnam-gu, Seoul 135-819, Korea
Tel: +82 26200 1529; Fax: +82 26200 1598
Email: jinny.kim@mediacom.com

Personnel

General Manager Jinny Kim

MEZZOMEDIA

8/F, 521, Teheran-ro, Gangnam-gu,
Seoul, Korea
Tel: +82 26484 3345
Email: sophie.kang@cj.net
Website: www.mezzomedia.co.kr

Personnel

Assistant Manager, Campaign Planning Team
Global Part Sophie Kang

MINDSHARE KOREA

3F, SB Tower 318 Dosan-daero, Gangnam-gu,
Seoul 06054, Korea
Tel: +82 26200 1504; Fax: +82 26205 3242
Email: donna.kim@mindshareworld.com

Personnel

General Manager, Mindshare Korea
..... Donna Kim
CEO, Japan & Korea (North Asia).... Kevin Rooney

OPTIMUM MEDIA KOREA (A PART OF DDB GROUP KOREA)

70-6 Nonhyeon-dong, Gangnam-gu,
Seoul 135-995, Korea
Tel: +82 23415 3800; Fax: +82 23415 3990
Email: kevin.koh@kr.ddb.com
Website: www.ddbkorea.com

Personnel

CEO of DDB Korea Kevin Koh

PHD KOREA

20F Glass Tower 534 Taeheran-ro,
Gangnam-gu, Seoul, Korea
Tel: +82 2205 40801
Email: HeeYoun.Yang@phdmedia.com
Website: www.phdmedia.com

Personnel

Managing Director HeeYoun Yang

SOCIETY KOREA

W Building 7/F 813-4 Yeoksam-Dong,
Gangnam-Gu, Seoul 135-931, Korea
Tel: +82 221869700; Fax: +82 2205 1364
Email: minyoung.shin@umwww.com
Website: www.rallyworldwide.com

Personnel

Head of Digital Minyoung Shin

STARCOM KOREA

East Wing, 15th Floor, Signature Towers,
100 Cheonggyecheon-ro, Jung-gu,
Seoul 04542, Korea
Tel: +82 22000 3600
Fax: +82 2732 0083
Email: jiyeon.park@starcomwww.com
Website: starcomwww.com

Personnel

Managing Director Jiyeon Park

UM KOREA

W Building 7/F 813-4 Yeoksam-Dong,
Gangnam-Gu, Seoul 135-931, Korea
Tel: +82 22186 9700; Fax: +82 2205 1364
Email: sungwon.gong@umwww.com
Website: www.umwww.com

Personnel

Managing Director Sungwon Gong

VIZEUM KOREA

9th FL JS Tower, 144-19/20 Samseong-dong,
Gangnam-gu, Seoul 135-090, Korea
Tel: +82 26005 0400
Email: contact.kr@vizeum.com
Website: www.vizeum.com

Personnel

Chief Executive Officer Woohyun Nam

WAVEMAKER KOREA

8F, SB Tower 318 Dosan-daero, Gangnam-gu,
Seoul 135-819, Korea
Tel: +82 26200 1583
Email: Heonjeong.Yun@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Managing Director Heonjeong Yun

ZENITH KOREA

East Wing, 15th Floor, Signature Towers,
100 Cheonggyecheon-ro, Jung-gu,
Seoul 04542, Korea
Tel: +82 22000 3600; Fax: +82 2732 0083
Email: jiyeon.park@starcomwww.com
Website: www.zenithmedia.com

Personnel

Managing Director Jiyeon Park

MALAYSIA

3THIRDS INC SDN BHD

53-1 Jalan PJS 9/1A, Lagoon Business Centre,
Subang Jaya, Selangor 42700, Malaysia
Tel: +60 35633 5393
Fax: +60 35633 5399
Email: bimal@3t.my
Website: www.3t.my

Personnel

Director Bimal Prakash

ATSB GEOCOMMS (M) SDN BHD

2, Jalan Jururancang U1/21,
Hicom-Glenmarie Industrial Park,
Shah Alam, Selangor 40150,
Malaysia
Tel: +60 35569 0100
Fax: +60 35569 6107
Email: affendy@atsb.my
Website: www.atsb.my

Personnel

Senior Executive Officer Affendy Sabil

BLUEDALE INTEGRATED (M) SDN BHD

No 31-2, Block F2, Jalan PJU 1/42A,
Dataran Prima, Selangor,
Petaling Jaya 47301, Malaysia
Tel: +60 37886 9219; Fax: +60 37887 8218
Email: lyndon@bluedale.com.my
Website: www.bluedale.com.my

Personnel

Director Lyndon Yap

BPN MALAYSIA

Penthouse 1 Wisma LYL, No. 12 Jalan,
51A/223, Selangor Darul Ehsan,
Petaling Jaya 46100, Malaysia
Tel: +60 37966 6118; Fax: +60 37966 6150
Email: darren.yuen@mbwww.com
Website: http://bpnwww.com

Personnel

Group Managing Director Darren Yuen

DENTSU AEGIS NETWORK MALAYSIA SDN BHD

Lot 12-01, Level 12, Guoco Tower, Damansara
City, No. 6, Jalan Damanlela, Damansara
Heights, Kuala Lumpur 50490, Malaysia
Tel: +60 32080 5000; Fax: +60 32080 5199
Email: audra.ooi@dentsuaegis.com
Website: www.dentsuaegisnetwork.com

Personnel

Country CEO Nicky Lim

GROUPM MALAYSIA

Level 10, Menara Milenium,
8 Jalan Damanlela, Bukit Damansara,
Kuala Lumpur 50490, Malaysia
Tel: +65 2718 7833
Fax: +60 32711 2863
Email: chanchal.chakrabarty@groupm.com

Personnel

Chief Operating Officer Chanchal Chakrabarty

HAVAS MEDIA MALAYSIA

100.2.011, Level 2, Unit 011, 129 Offices,
Block J, Jaya One, 72A Jalan Universiti,
Selangor, Petaling Jaya 46200, Malaysia
Tel: +60 37628 6600
Email: andreas.vogiatzakis@havasmedia.com
Website: www.havasmedia.asia

Personnel

Chief Executive Officer Andreas Vogiatzakis

INITIATIVE MALAYSIA

Level 5 Wisma LYL, No. 12 Jalan 51A/223,
Selangor Darul Ehsan, Petaling Jaya 46100,
Malaysia
Tel: +60 37966 6118
Fax: +60 37966 6150
Email: Kristine.OngSP@mbwww.com
Website: www.initiative.com

Personnel

Group Managing Director Kristine Ong

INVENTURE MALAYSIA

Penthouse 1 Wisma LYL,
No. 12 Jalan 51A/223, Selangor Darul Ehsan,
Petaling Jaya 46100, Malaysia
Tel: +60 37966 6118
Fax: +60 37957 0728
Email: sujith.rao@mbwww.com

Personnel

Vice President Sujith Rao

IPG MEDIABRANDS MALAYSIA

Level 5 Wisma LYL, No. 12 Jalan 51A/ 223, Selangor Darul Ehsan, Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118
Fax: +60 3 7957 0728
Email: bala.pomaleh@mbww.com
Website: apac.mbww.com

Personnel

Chief Executive Officer Bala Pomaleh

ISENTIA MALAYSIA

Unit 27-1, Level 27, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8 Jalan Kerinchi, Kuala Lumpur 59200, Malaysia
Tel: +60 3 2730 1600
Email: kunalan.ramasamy@isentia.com
Website: www.isentia.com

Personnel

Country Manager Kunalan Ramasamy

KKH ADVERTISING SDN BHD

No. 6A-B, Jalan Wan Kadir, Taman Tun Dr Ismail, Kuala Lumpur 60000, Malaysia
Tel: +60 3 7728 2685
Fax: +60 3 7729 9257
Email: kenny@khkadvertising.com
Website: www.khkadvertising.com

Personnel

Advisor Kenny Lim

KINETIC MALAYSIA

37, Jalan SS23/15, Taman SEA, Selangor, Petaling Jaya, Malaysia
Tel: +60 3 7805 1000
Email: jan@kineticw.com.my
Website: www.kineticw.com

Personnel

General Manager Jan Foo

M/SIX MALAYSIA

Level 20 WPP Campus (Tower H), 8, Jalan PJU 8/1, Damansara Perdana, Selangor 47820, Malaysia
Tel: +60 3 7669 0882
Fax: +60 3 7669 0825
Email: sheila.shanmugam@msixagency.com
Website: www.msixagency.asia

Personnel

Managing Director, m/six Malaysia Sheila Shanmugam

MAGNA GLOBAL MALAYSIA

Penthouse 1 Wisma LYL, No. 12 Jalan 51A/ 223, Selangor Darul Ehsan, Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118; Fax: +60 3 7957 0728
Email: Audrey.Chong@mbww.com
Website: www.magnaglobal.com

Personnel

Chief Investment Officer Audrey Chong

MEDIACOM MALAYSIA

Level 10, Menara Milenium, 8 Jalan Damanlela, Bukit Damansara, Kuala Lumpur 50490, Malaysia
Tel: +60 3 2711 1863
Fax: +60 3 2711 2863
Email: chanchal.chakrabarty@mediacom.com

Personnel

Managing Director Chanchal Chakrabarty (based in Singapore)

MINDSHARE MALAYSIA

Level 20 WPP Campus (Tower H), 8, Jalan PJU 8/1, Damansara Perdana, Selangor 47820, Malaysia
Tel: +60 3 7669 0873; Fax: +60 3 7669 0823
Email: Dheeraj.raina@mindshareworld.com

Personnel

Managing Director, Malaysia ... Dheeraj Raina

OMD MALAYSIA

Level 3, Tower C Uptown 5, No 5 Jalan SS21/39, Damansara Uptown, Selangor, Petaling Jaya 47400, Malaysia
Tel: +60 3 7651 9999
Email: malaysia@omd.com
Website: www.omd.com/malaysia

Personnel

Chief Executive Officer (OMG) Ranga Somanathan

OMNICOM MEDIA GROUP MALAYSIA

Level 3, Tower C Uptown 5, No. 5 Jalan SS21/39, Damansara Uptown, Selangor Darul Ehsan, Petaling Jaya 47400, Malaysia
Tel: +60 3 7651 9999

Personnel

Chief Executive Officer Ranga Somanathan

ORION TRADING MALAYSIA

Penthouse 1 Wisma LYL, No. 12 Jalan 51A/ 223, Selangor Darul Ehsan, Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118; Fax: +60 3 7957 0728
Email: Audrey.Chong@mbww.com
Website: www.orionworldwide.com

Personnel

Chief Investment Officer Audrey Chong

PHD MALAYSIA

402, Level 4, Tower D Uptown 5, No. 5, Jalan SS21/39, Damansara Uptown, Selangor Darul Ehsan, Petaling Jaya 47400, Malaysia
Tel: +60 3 7651 9888; Fax: +60 3 7665 8818
Email: eileen.ooi@phdmedia.com
Website: www.phdmedia.com

Personnel

Head of PHD Malaysia Eileen Ooi

RAPPORT MALAYSIA

Level 5 Wisma LYL, No. 12 Jalan 51A/ 223, Selangor Darul Ehsan, Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118; Fax: +60 3 7957 0728
Email: JianTsin.Hor@mbww.com

Personnel

Managing Director Hor Jian Tsin

SOCIETY MALAYSIA

Level 5 Wisma LYL, No. 12 Jalan 51A/ 223, Selangor, Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118; Fax: +60 3 7957 0728
Email: stanley.clement@mbww.com

Personnel

Managing Director Stanley Clement

SPARK FOUNDRY MALAYSIA

Level 16 Menara Olympia, 8 Jalan Raja Chulan, Kuala Lumpur 50200, Malaysia
Tel: +60 3 2059 2600; Fax: +60 3 2031 1006
Email: andrew.leong@publicisone.com
Website: www.sparkfoundryww.com

Personnel

Publicis One Growth Officer Andrew Leong

STARCOM MALAYSIA

Level 16 Menara Olympia, 8 Jalan Raja Chulan, Kuala Lumpur 50200, Malaysia
Tel: +60 3 2059 2688; Fax: +60 3 2031 1006
Email: andrew.leong@publicisone.com
Website: www.starcomwww.com

Personnel

Publicis One Growth Officer Andrew Leong

UM MALAYSIA

Penthouse 1 Wisma LYL, No. 12 Jalan 51A/ 223, Selangor Darul Ehsan, Petaling Jaya 46100, Malaysia
Tel: +60 3 7966 6118; Fax: +60 3 7957 0728
Email: amit.sutha@mbww.com
Website: www.umww.com

Personnel

Group Managing Director Amit Sutha

WAVEMAKER MALAYSIA

Level 20, WPP Campus (Tower H), 8 Jalan PJU 8/1, Damansara Perdana, Selangor 47820, Malaysia
Tel: +60 3 7669 0875
Email: michelle.achuthan@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Managing Director Michelle Achuthan

MYANMAR

FULCRUM MEDIA AGENCY

501 Myawaddy Bank Building, Tower B, Bogyoke Aung San Road corner Wardon Street, Lanmadaw, Yangon, Myanmar
Tel: +95 1 230 1349
Email: alvin.bangay@fulcrum.agency

Personnel

Founding Partner & General Manager Alvin M. Bangay

MANGO MEDIA CO LTD

7 Thathana Yeik Thar Rd., Thathana Yeik Thar Quarter, Bahan Township, Yangon, Myanmar
Tel: +95 9797 006001
Email: rose.swe@mangomyanmargroup.com
Website: www.mangomyanmargroup.com

Personnel

Managing Director Aye Hnin Swe (Rose)

NEW ZEALAND

HAVAS MEDIA NEW ZEALAND

MRS SMITH LTD, Level 2, 35 High Street, Auckland CBD, Auckland, New Zealand
Tel: +64 9 282 5020
Email: john@mrsmith.co.nz
Website: www.mrsmith.co.nz

Personnel

Managing Partner John O'Leary

ISENTIA NEW ZEALAND - AUCKLAND

Level 2, Eden One, Eden Business Park, 18 Normanby Road, Mt Eden, Auckland 1024, New Zealand
Tel: +64 4 462 6254
Email: russ.horrell@isentia.com
Website: www.isentia.com

Personnel

Country Manager Russ Horrell

ISENTIA NEW ZEALAND - WELLINGTON

Level 4 Dominion Building,
78 Victoria Street, Wellington 6011,
New Zealand
Tel: +64 4 462 6292
Email: russ.horell@isientia.com
Website: www.isientia.com

Personnel

Country Manager Russ Horrell

MEDIACOM NEW ZEALAND

Level 11, GroupM House,
22 Fanshawe Street, Auckland 1010,
New Zealand
Tel: +64 9 379 9007
Fax: +64 9 379 9133
Email: nigel.douglas@mediacom.com

Personnel

Managing Director Nigel Douglas

MINDSHARE NEW ZEALAND

GroupM House, Level 12,
22 Fanshawe Street, Auckland 1010,
New Zealand
Tel: +64 9 379 9007
Fax: +64 9 379 9133
Email: samantha.osborne@mindshareworld.com

Personnel

General Manager, Mindshare New Zealand
..... Samantha Osborne

OMD NEW ZEALAND - AUCKLAND

Level 1, Eden 3, Eden Business Centre,
16 Normanby Road, Mt Eden,
Auckland 1024, New Zealand
Tel: +64 9 632 1500
Email: nigel.douglas@omd.com
Website: www.omd.com/new-zealand

Personnel

Chief Executive Officer Nigel Douglas

OMD NEW ZEALAND - WELLINGTON

Level 2, Huddart Parker Building,
1 Post Office Square, Wellington 6011,
New Zealand
Tel: +64 4 471 9800
Email: nigel.douglas@omd.com
Website: www.omd.com/new-zealand

Personnel

Chief Executive Officer Nigel Douglas

PHD NEW ZEALAND

Level 2, 14 Normanby Road,
Mt Eden, Auckland 1024,
New Zealand
Tel: +64 9 638 1200
Email: louise.bond@phdmedia.com
Website: www.phdmedia.com/nz

Personnel

Chief Executive Officer Louise Bond

STARCOM NEW ZEALAND

Level 2, 123-125 The Strand,
Parnell, Auckland 1010,
New Zealand
Tel: +64 9 355 5050
Fax: +64 9 366 1682
Email: greer.lindsay@starcomworldwide.co.nz
Website: www.starcomww.com

Personnel

Executive Assistant Greer Lindsay

WAVEMAKER NEW ZEALAND

Level 12, GroupM House,
22 Fanshawe Street,
Auckland 1010, New Zealand
Tel: +64 9 379 9007
Email: chris.riley@wmgglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer Chris Riley

ZENITH NEW ZEALAND

Level 3, 125 The Strand,
Parnell, Auckland 1010,
New Zealand
Tel: +64 9 914 6020
Email: stuart.rutherford@zenithmedia.co.nz
Website: www.zenithmedia.com

Personnel

Managing Director Stuart Rutherford

PAKISTAN

GROUPM PAKISTAN

208, The Forum, Clifton Karachi Sindh 75600,
Pakistan
Tel: +92 21 3536 1234
Fax: +92 21 3530 1419
Email: Fouad.Husain@groupm.com

Personnel

Chief Executive Officer Fouad Husain

HAVAS MEDIA PAKISTAN

707-709, 7/F Caesar's Tower,
ST#10, Shara-e-Faisal, Karachi 75350,
Pakistan
Tel: +92 21 3280 3063-65
Fax: +92 21 3280 3067
Email: fahd.khan@havasmedia.com
Website: www.havasmedia.asia

Personnel

Chief Executive Officer Fahd Anis Khan

M/SIX PAKISTAN

7th Floor, The Forum, Suite 701-713,
G-20 Block 9, Khayaban-e-Jami,
Clifton, Karachi,
Pakistan
Tel: +92 321 259 4087
Email: ali.haider@msixagency.com
Website: www.msixagency.asia

Personnel

Managing Director, m/six Pakistan ... Ali Haide

MINDSHARE PAKISTAN (PVT) LTD

Room 208, 2nd Floor The Forum,
G-20 Block 9, Clifton, Karachi,
Pakistan
Tel: +92 21 111 476 876
Fax: +92 21 536 1249
Email: agha.zohaib@mindshareworld.com

Personnel

General Manager, Mindshare Pakistan
..... Agha Zohaib

OMD PAKISTAN

House No. 50, Old Clifton Road,
Opposite Mohatta Palace, Clifton,
Karachi 75600, Pakistan
Tel: +92 21 3536 4980-84
Fax: +92 21 3536 4978
Email: dara.khan@omd.com.pk
Website: www.omd.com/asia-pacific

Personnel

Chairman and CEO (OMG) ... Dara Bashir Khan

OMNICOM MEDIA GROUP PAKISTAN

House No. 50, Old Clifton Road,
Opposite Mohatta Palace,
Karachi 75600, Pakistan
Tel: +92 21 3536 4980-84
Fax: +92 21 3536 4978

Personnel

Chairman and CEO Dara Bashir Khan

BUILDING VALUE

THROUGH INDUSTRY LEADERSHIP SOLUTIONS



Z2C leverages combined media excellence of 3 different agency brands under the Publicis Media umbrella to optimize value offerings and solutions for our clients.

BUILDING PLATFORMS

BUILDING BRANDS

BUILDING BELIEVERS



Z2C PAKISTAN (PVT) LIMITED
F-38, Block 9, Kehkashan, Clifton, Karachi, Pakistan

Tel: +92 21 3520 5526 | Fax: +92 21 563 5388 | Email: raihan.merchant@z2climited.com | Website: www.z2climited.com



PHD PAKISTAN

House No 50, Old Clifton Road, Opposite Mohattan Palace, Clifton, Karachi 75600, Pakistan
Tel: +92 21 35364980-84
Fax: +92 21 35364978
Email: dara.khan@phd.com.pk
Website: www.phdmedia.com
Personnel
Chairman and CEO (OMG) ...Dara Bashir Khan



Z2C PAKISTAN (PVT) LIMITED

F-38, Block 9, Kehkashan, Clifton, Karachi, Pakistan
Tel: +92 21 3520 5526
Fax: +92 21 563 5388
Email: raihan.merchant@z2climited.com
Website: www.z2climited.com
Year Established 2016

Personnel
Director Michael Readman
Director Ali Peerbux
Director Masoud Ali Naqvi
Chief Executive Officer Raihan Ali Merchant
Chief Executive Officer Blitz Ahsen Irees
Chief Executive Officer Starcrest Zameer Siddique Qureshi
Chief Operating Officer Starcom Farhan Khan

No. of Employees

200+

Branches/Affiliates

Brainchild Communications (Starcom Mediavest Pakistan), Blitz (Spark Pakistan), Starcrest

Trade Membership

HK4As

Company Profile

Z2C Limited is the name behind one of the leading Advertising and Media group of Pakistan. Comprising of Brainchild Communications (Starcom Mediavest), Blitz Advertising (Spark) and Starcrest. Offering Strategy, Creative, Digital, Social and Media Planning and Buying Services, the Group concentrates on designing and implementing effective, relevant and powerful communication that makes customers say "Yes!"

Evolving with the changing dynamics of business in general and the industry in particular, the group takes pride in handling leading brands and shaping the face of communication with integrated campaigns, unique ideas and a creative spirit. Pre-empting and riding trends, raising the bar and delivering results is what we work for. Every single day.

REACTIVATE

G/F, KJ Arcade, 16th East Street, Phase 1, Karachi 75500, Pakistan
Tel: +92 21 3588 0161
Email: ahmed.jung@reactivate.com.pk
Website: www.reactivate.com.pk
Personnel
Managing Partner, New Business Development .. Muhammad Ahmed Ullah Jung

WAVEMAKER PAKISTAN (ISLAMABAD)

Office #05-06, 2nd Floor, Bizzon Plaza, F-11 Markaz, Islamabad, Pakistan
Tel: +92 21 3536 8153
Personnel
Managing Director Sarwar Khan

WAVEMAKER PAKISTAN (KARACHI)

Suite #208, 2nd Floor, The Forum, Khayaban-e-Jami, Clifton Karachi Sindh, Karachi 75600, Pakistan
Tel: +92 21 3582 5000
Personnel
Managing Director Sarwar Khan

WAVEMAKER PAKISTAN (LAHORE)

701-A, 7th Floor, City Tower, Gulberg-II, Lahore, Punjab 54000, Pakistan
Tel: +92 21 3582 5150
Personnel
Managing Director Sarwar Khan

PHILIPPINES

ACTMEDIA PHILIPPINES INC

186 Magnitude Place Compound, E. Rodriguez Jr, Bagumbayan, Libis, Quezon City 1110, Philippines
Tel: +63 2 636 1865
Fax: +63 2 636 1867
Email: bles.bilog@actmediaphil.com
Personnel
HR Director Bless Bilog

ADCCITY PHILIPPINES

Penthouse, Executive Building, 369 Sen. Gil Puyat Avenue, Makati City, Philippines
Tel: +63 917 891 0358
Email: jezelle.bautista@adccityww.com
Website: www.adccityww.com
Personnel
Senior Account Manager, Philippines Jezelle Bautista

ARENA MEDIA PHILIPPINES

Penthouse, Executive Building, 369 Sen. Gil Puyat Avenue, Makati City, Philippines
Tel: +63 2 894 4866
Email: jos.ortega@havasmediaortega.com
Website: www.havasortega.com
Personnel
Chairman & CEO Jos Ortega

BLUE 449 PHILIPPINES

21/F Tower 1, The Enterprise Center, 6766 Ayala Avenue corner Paseo de Roxas, Makati City 1226, Philippines
Tel: +63 2 575 0300
Email: jennifer.santos@publicisone.com
Website: www.blue449.com
Personnel
Chief Media Officer Jennifer Santos

DEMO POWER PHILIPPINES INC

108 E. Rodriguez Jr. Avenue, Bagumbayan, Quezon City 1110, Philippines
Tel: +63 2 634 7273
Fax: +63 2 634 7298
Email: jose.brats@demopower.net
Website: www.demopower.com
Personnel
Managing Director Jose Antonio M. Brats

DENTSU AEGIS NETWORK PHILIPPINES

8F, United Life Bldg., 837 A. Arnaiz Avenue, Legaspi Village, Makati City 1229, Philippines
Tel: +63 2 652 7800
Email: donald.lim@dentsuaegis.com
Website: www.dentsuaegisnetwork.com
comasiapacific
Personnel
Country Chief Executive Officer Donald Lim

GROUPM PHILIPPINES

23/F Picadilly Star Building, Block 19 Lot 3 4th Avenue, Corner 27th St. Fort Bonifacio, Taguig City 1634, Philippines
Tel: +63 2 885 7020
Fax: +63 2 885 7021
Email: puneet.arora@groupm.com
Personnel
Chief Executive Officer Puneet Arora

HAVAS ORTEGA

Penthouse, Executive Building, 369 Sen. Gil Puyat Avenue, Makati City, Philippines
Tel: +63 2 981 4000
Email: jos.ortega@havasmediaortega.com
Website: www.havasortega.com
Personnel
Chairman & CEO Jos Ortega

INITIATIVE PHILIPPINES

27/F The Trade and Financial Tower, 7th Avenue corner 32nd Street, Bonifacio Global City, Taguig City 1634, Philippines
Tel: +63 2 705 9570; Fax: +63 2 833 3213
Email: Tricia.Camarillo-Quiambao@mbww.com
Website: www.initiative.com
Personnel
Managing Director Tricia Camarillo-Quiambao

IPG MEDIABRANDS PHILIPPINES

29/F Trade and Financial Tower, 7th Avenue corner 32nd Street, Bonifacio Global City, Taguig City 1634, Philippines
Tel: +63 2 705 9500
Fax: +63 2 833 3215
Email: venus.navalta@mbww.com
Website: apac.mbww.com
Personnel
Chief Executive Officer Venus Navalta

ISENTIA PHILIPPINES

8/F One San Miguel Avenue Building,
San Miguel Avenue, Ortigas Center,
Pasig City, Manila, Philippines
Tel: +632 451 1396
Fax: +632 451 1396 ext 111
Email: janine.dario@isentia.com
Website: www.isentia.com
Personnel
Country ManagerJanine Dario

KINETIC PHILIPPINES

21/F Picadilly Star Building,
4th Ave. cor 27th Street, Global City,
Taguig City 1364, Philippines
Tel: +632 368 7531
Email: patricia.hilado@kineticww.com
Website: www.kineticww.com
Personnel
Media Director Patricia Hilado

LIQUID THREAD PHILIPPINES

25/F, Tower 2, The Enterprise Center,
Ayala Avenue corner Paseo de Roxas,
Makati City, Philippines
Tel: +632 884 8053
Email: jennifer.santos@publicisone.com
Website: www.liquidthread.com
Personnel
Chief Media OfficerJennifer Santos

MAGNA GLOBAL PHILIPPINES

29/F Trade and Financial Tower, 7th Avenue
corner 32th Street, Bonifacio Global City,
Taguig City 1634, Philippines
Tel: +632 705 9520
Fax: +632 833 3215
Email: may.rosales@mbmw.com
Website: www.magnaglobal.com
Personnel
Head of Trading May Rosales

MEDIACOM PHILIPPINES

22/F Picadilly Star Building, Block 19 Lot 3 4th
Avenue Corner, 27th Street, Fort Bonifacio,
Taguig City 1634, Philippines
Tel: +632 368 7412
Fax: +632 403 9781
Email: nap.carrao@mediacom.com
Personnel
Chief Executive Officer Nap Carrao

MINDSHARE PHILIPPINES

11/F Eco Tower Building, 32nd Street Corner
9th Avenue, Bonifacio Global City,
Taguig City 1634, Philippines
Tel: +632 720 7900
Fax: +632 720 7947
Email: sudesph.uthran@mindshareworld.com
Personnel
Managing Director, Mindshare Philippines
.....Sudesph Uthran

OMD PHILIPPINES

11F, Bankmer Building, 6756 Ayala Avenue,
Makati City 1226, Philippines
Tel: +632 889 8663
Fax: +632 864 0794
Email: carla.cifra@omd.com
Website: www.omd.com/asia-pacific
Personnel
General Manager Carla Cifra

OMNICOM MEDIA GROUP PHILIPPINES

11F, Bankmer Building,
6756 Ayala Avenue, Makati City 1226,
Philippines
Tel: +632 889 8663
Fax: +632 864 0794
Email: mary.buenaventura@omnicommediagroup.com
Personnel
CEO, Omnicom Media Group Philippines
.....Mary Buenaventura

PHD PHILIPPINES

10/F Bankmer Building, 6756 Ayala Avenue,
Makati City 1226, Philippines
Tel: +632 813 7797
Fax: +632 864 0794
Email: mickey.decastro@phdmedia.com
Website: www.phdmedia.com
Personnel
General Manager Mickey De Castro

STARCOM PHILIPPINES

25/F Tower 2, The Enterprise Center,
6766 Ayala Avenue corner Paseo de Roxas,
Makati City 1226, Philippines
Tel: +632 884 8053
Email: jennifer.santos@publicisone.com
Website: www.starcomww.com
Personnel
Chief Media OfficerJennifer Santos

UM PHILIPPINES

29/F The Trand and Financial Tower,
7th Avenue corner 32th Street, Bonifacio
Global City, Taguig City 1634, Philippines
Tel: +632 705 9500; Fax: +632 833 3213
Email: reena.francisco@umww.com
Website: www.mbw.com
Personnel
Managing Director Reena Francisco

UNITED NEON ADVERTISING, INC

4th Floor HPL Building, 60 Senator Gil Puyat
Avenue, Makati City 1200,
Philippines
Tel: +632 889 1111
Fax: +632 888 0130
Email: arickson.dino@unitedneon.com
Website: unitedneon.com
Personnel
Business Intelligence Unit Arickson Dino

WAVEMAKER PHILIPPINES

23rd Floor Picadilly Star Building,
27th Street corner 4th avenue,
The Fort, Taguig, Taguig City 1634,
Philippines
Tel: +632 368 7300
Email: Malu.Vasallo@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Chief Executive Officer Malu Vasallo

WIDE REACH ADS INC

63V. Gullas Street, Brgy Sto Nino,
Cebu, Philippines
Tel: +632 225 16424
Email: wilmayankee@yahoo.com
Personnel
General Manager Wilma Jim Y. Espina

ZENITH MEDIA PHILIPPINES

21/F Tower 1, The Enterprise Center,
6766 Ayala Avenue corner Paseo de Roxas,
Makati City 1226, Philippines
Tel: +63 2 575 0300
Email: jennifer.santos@publicisone.com
Website: www.zenithmedia.com
Personnel
Chief Media OfficerJennifer Santos

SINGAPORE

ACTMEDIA SINGAPORE PTE LTD

8 Jalan Kilang Timor, #01-01 Kewalram
House, Singapore 159305
Tel: +65 6844 0122; Fax: +65 6746 8105
Website: http://omg-asia.com/actmedia

ADCITY MEDIA ASIA PTE LTD

80 Robinson Road, #20-01, Singapore
068898
Tel: +65 6645 4700; Fax: +65 6645 4701
Email: frank.vidal@adcityww.com
Website: www.adcityww.com
Personnel
Business Director, Singapore Franck Vidal

DEMO POWER SINGAPORE

8 Jalan Kilang Timor, #01-01 Kewalram
House, Singapore 159305
Tel: +65 6844 0122; Fax: +65 6746 8105
Email: katherine.leong@actmedia.com.sg
Personnel
General Manager Katherine Leong

DENTSU AEGIS NETWORK SINGAPORE

1 Wallich Street, #22-01 Guoco Tower,
Singapore 078881
Tel: +65 6501 4900
Website: www.dentsuaegisnetwork.com/
asiapacific
Personnel
Southeast Asia CEO, Dentsu Aegis Network
..... Phil Teeman

DWA SINGAPORE

1 Wallich Street, #22-01 Guoco Tower,
Singapore 078881
Tel: +65 6220 1640; Fax: +65 6220 0214
Email: pippab@dwamedia.com
Website: www.dwamedia.com
Personnel
Managing Director Pippa Berlocher

GROUPM SINGAPORE

18 Cross Street, China Square Central,
#04-01 & 03, Singapore 048423
Tel: +65 6531 2666; Fax: +65 6531 2698
Email: puneet.arora@groupm.com
Personnel
Chief Executive Officer Puneet Arora

HAVAS MEDIA SINGAPORE

80 Robinson Road, #20-01,
Singapore 068898
Tel: +65 6645 4700; Fax: +65 6645 4701
Email: jacqui.lim@havasmg.com
Website: www.havasmedia.asia
Personnel
Chief Executive Officer Jacqui Lim

INITIATIVE SINGAPORE

40A Orchard Road, #05-01 MacDonald House, Singapore 238838
Tel: +65 6500 8388; Fax: +65 6734 9842
Email: david.haddad@mbww.com
Website: www.initiative.com
Personnel
Chief Executive Officer David Haddad

IPG MEDIABRANDS SINGAPORE

40A Orchard Road, #05-01, MacDonald House, Singapore 238838
Tel: +65 6500 8388
Fax: +65 6734 9842
Email: david.haddad@mbww.com
Website: apac.mbww.com
Personnel
Chief Executive Officer David Haddad

ISENTIA SINGAPORE

70 Bendemeer Road, #04-02 Luzerne, Singapore 339940
Tel: +65 6593 9888; Fax: +65 6302 1515
Email: jason.lee@isientia.com
Website: www.isientia.com
Personnel
Country Manager Jason Lee

M/SIX SINGAPORE

18 Cross Street, #04-03 & 01, Singapore 048423
Tel: +65 9721 8022
Email: kevin.rooney@msixagency.com
Website: www.msixagency.asia
Personnel
Managing Director, m/six Asia Pacific Kevin Rooney

MAGNA GLOBAL SINGAPORE

40A Orchard Road, #05-01 MacDonald House, Singapore 238838
Tel: +65 6500 8388; Fax: +65 6734 9842
Email: May.Wong@magna.com
Website: www.magnaglobal.com
Personnel
Head of Magna, Media May Wong

MEDIA ON THE GO PTE LTD

152 Beach Road, The Gateway #12-03A, Singapore 189721
Tel: +65 6296 3237; Fax: +65 6296 3235
Email: ron@mediaonthego.com.sg
Website: www.mediaonthego.com.sg
Personnel
Director Ron Graham

THE MEDIA SHOP

The Herencia, 46 Kim Yam Road, #05-02, Singapore 239351
Tel: +65 6341 6686; Fax: +65 6384 3639
Email: jessica.toh@themediashop.asia
Website: www.themediashop.asia
Personnel
Regional Business Director Jessica Toh

MEDIACOM SINGAPORE

18 Cross Street, #04-01 & 03, China Square Central, Singapore 048423
Tel: +65 6232 5460
Fax: +65 6223 8523
Email: vivian.yeung@mediacom.com
Personnel
Managing Director Vivian Yeung

MEDIAKEYS SINGAPORE

Asia Pacific Hub, 3 Jalan Kledek, Singapore 199259
Tel: +65 6836 5157
Email: emilie.tisserand@comkeys.com
Website: www.comkeys.com
Personnel
Managing Director Emilie Tisserand

MINDSHARE SINGAPORE

Local Office and APAC HQ, 18 Cross Street, #04-01 & 03, China Square Central, Singapore 048423
Tel: +65 6395 0800; Fax: +65 6227 1983
Email: melissa.tang@mindshareworld.com
Personnel
Managing Director, Mindshare Singapore Melissa Tang

OMD SINGAPORE

3 Anson Road, #09-02/03 Springleaf Tower, Singapore 079909
Tel: +65 6876 6800
Email: chloe.neo@omd.com
Website: www.omd.com/asia-pacific
Personnel
Managing Partner Chloe Neo

OMNICOM MEDIA GROUP SINGAPORE

3 Anson Road, #09-02/03 Springleaf Tower, Singapore 079909
Tel: +65 6876 6800
Personnel
Chief Executive Officer Ranga Somanathan

PHD SINGAPORE

3 Anson Road, #09-02/03 Springleaf Tower, Singapore 079909
Tel: +65 6877 8778; Fax: +65 6877 8779
Email: wangyn.ang@phdmedia.com
Website: www.phdmedia.com
Personnel
Managing Director Wangyn Ang

PUBLICIS MEDIA

60 Anson Road #07-01 Mapletree Anson Singapore 079914
Tel: +65 6718 6333
Website: www.publicisgroupe.com
Personnel
Chief Executive Officer Gareth Mulryan

STARCOM

60 Anson Road #07-01 Mapletree Anson Singapore 079914
Tel: +65 6718 6333
Email: ilan.loon@starcomwww.com
Website: www.starcomwww.com
Year Established
1999

Personnel
Chief Executive Officer Gareth Mulryan
Managing Director Ian Loon
No. of Employees
93

Company Profile
Starcom is the Human Experience Company. A world-renowned media communications agency, we believe the alchemy of people and technology creates experiences people love, and actions brands need. Starcom is part of Publicis Media, one of four solution

hubs within Publicis Groupe [Euronext Paris FR0000130577, CAC40], and has offices within Publicis One.

ZENITH

60 Anson Road #07-01 Mapletree Anson Singapore 079914
Tel: +65 6718 6333
Email: helen.lee@zenithmedia.com.sg
Website: www.zenithmedia.com
Year Established
2007
Personnel
Chief Executive Officer Gareth Mulryan
Managing Director Helen Lee
No. of Employees
75

Company Profile
Zenith is The ROI Agency. We blend data, technology and brilliant specialists to scout out new opportunities, solve complex challenges and grow our clients' businesses. Zenith is part of Publicis Media, one of four solution hubs within Publicis Groupe [Euronext Paris FR0000130577, CAC40], and has offices within Publicis One.

PERFORMICS

60 Anson Road #07-01 Mapletree Anson Singapore 079914
Tel: +65 6718 6333
Email: vivian.yeo@performics.com
Website: www.zenithmedia.com
Year Established
2008
Personnel
Chief Executive Officer Gareth Mulryan
General Manager Vivian Yeo
No. of Employees
47

Company Profile
As the original performance marketing agency, Performics converts consumer intent into revenue for the world's most admired brands, creating connected and personalized digital experiences across paid, owned and earned media.

SOCIETY SINGAPORE

3D River Valley Road, #02-01 Clarke Quay, Singapore 179023
Tel: +65 6500 8388; Fax: +65 6734 9842
Email: XingLong.Tan@umww.com
Website: www.rallyworldwide.com
Personnel
Head of Digital Tan Xing Long

UM SINGAPORE

40A Orchard Road, #05-01 Macdonald House, Singapore 238838
Tel: +65 6500 8388; Fax: +65 6734 9842
Email: david.haddad@umww.com
Website: www.umww.com
Personnel
Chief Executive Officer David Haddad

WAVEMAKER SINGAPORE

18 Cross Street #04-01, China Square Central, Singapore 048423
Tel: +65 6395 0755
Email: zachary.lim@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Deputy Managing Director Zachary Lim

SRI LANKA

HAVAS MEDIA SRI LANKA

5 Geethanjali Place, Colombo 3, Sri Lanka
Tel: +94 11 235 2888; Fax: +94 11 235 2840
Email: imzeth@grantmccann.com
Website: www.havasmedia.asia

Personnel

Chairman Neela Marikkar

MINDSHARE SRI LANKA

14/14 AVajira Road, Colombo 4, Sri Lanka
Tel: +94 11 217 4600; Fax: +94 11 217 4694
Email: erosha.tennakoon@mindshareworld.com

Personnel

General Manager, Mindshare Sri Lanka
..... Erosha Tennakoon

OMD SRI LANKA

Operates under the Aegis of the Omnicom Media Group, Sri Lanka, Level 5 Tisara Plaza, 127/88 Dutugemunu Street, Colombo 6, Sri Lanka
Tel: +94 11 281 5774
Email: keith@omnicommediagroup.lk
Website: www.omnicommediagroup.lk

Personnel

Chief Executive Officer, OMD Sri Lanka
..... Keith Wijesuriya

OMNICOM MEDIA GROUP SRI LANKA

Level 5, Tisara Plaza, 127/88 Dutugemunu Street, Colombo 6, Sri Lanka
Tel: +94 11 281 5774
Website: www.omnicommediagroup.lk

Personnel

Chief Executive Officer Keith Wijesuriya

PHD SRI LANKA

Operates under the Aegis of the Omnicom Media Group, Sri Lanka, Level 5 Tisara Plaza, 127/88 Dutugemunu Street, Colombo 6, Sri Lanka
Tel: +94 11 281 5774
Fax: +94 11 281 5776
Email: alann@omnicommediagroup.lk
Website: www.omnicommediagroup.lk

Personnel

Chief Operating Officer (OMG) Alann Lopez

WAVEMAKER SRI LANKA

14/14A, Vajira Road, Colombo 04, Sri Lanka
Tel: +94 11 217 4600
Email: namalie.herath@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Chief Executive Officer Namalie Herath

TAIWAN

AAA MEDIA LTD

30/F, No. 100, Songren Road, Xinyi District, Taipei 11073, Taiwan
Tel: +886 2 271 3898
Fax: +886 2 271 92038
Email: scott.hsia@aaataiwan.com

Personnel

General Manager Scott Hsia

ACTMEDIA TAIWAN LTD

8/F, No 230 Section 2, ChangAn E. Road, Taipei 104, Taiwan
Tel: +886 2 2775 1818
Fax: +886 2 2777 3182
Email: s_yu@actmedia.com.tw
Website: www.actmedia.com.tw

Personnel

Managing Director (ActMedia) Simon Yu

ADCCITY TAIWAN

8/F, 131 Nanjing E. Road, Sec 3, Taipei 104, Taiwan
Tel: +886 2 271 85558
Email: purple.kuo@adcityww.com
Website: www.adcityww.com

Personnel

Head of Adcity Purple Kuo

CARAT TAIWAN

8F, No. 100, Songren Road, Xinyi District, Taipei 11073, Taiwan
Tel: +886 2 271 75238
Fax: +886 2 271 73111
Email: Joanne.Liu@carat.com
Website: www.carat.com

Personnel

Managing Director Joanne Liu

DENTSU X

29F, No. 100, Songren Road, Xinyi District, Taipei 11073, Taiwan
Tel: +886 2 270 6768
Fax: +886 2 270 5580
Email: robin.lu@dxglobal.com
Website: www.dxglobal.com.tw

Personnel

President Robin Lu

GROUPM TAIWAN

4F No. 31 Lane 11, GuangFu N. Road, Taipei 10560, Taiwan
Tel: +886 2 771 06068
Fax: +886 2 771 01089
Email: susan.chao@groupm.com

Personnel

Chief Executive Officer Susan Chao

HAKUHODO ACTIVE INC.

12/F, No. 102 Sec. 3, Minquan E. Road, Songshan District, Taipei 105, Taiwan
Tel: +886 2 2545 7766
Fax: +886 2 2545 5099
Website: www.hakuhodo.com.tw

HAKUHODO SEESAW INC.

10F, No. 367, Fuxing N. Road, Songshan District, Taipei 105, Taiwan
Tel: +886 2 2547 1886
Fax: +886 2 2545 5596
Website: www.hakuhodo.com.tw

HAKUHODO ZETA INC.

12F, No. 102 Sec. 3, Minquan E. Road, Songshan Dist., Taipei 105, Taiwan
Tel: +886 2 2547 1268
Fax: +886 2 2545 5099
Website: www.hakuhodo.com.tw

HAVAS MEDIA TAIWAN

8/F, 131 Nanjing E. Road, Sec. 3, Taipei, Taiwan
Tel: +886 2 271 85558 #9009
Email: purple.kuo@havasmedia.com
Website: www.havasmedia.asia

Personnel

Managing Director Purple Kuo

INITIATIVE TAIWAN

8/F, No. 1, Nan King E. Road, Sec. 5, Taipei, Taiwan
Tel: +886 2 2760 3338
Fax: +886 2 2760 1055
Email: maggie.tang@mbww.com
Website: www.umww.com

Personnel

Managing Director Maggie Tang

IPG MEDIABRANDS TAIWAN

8/F, No. 1, Nan King E. Road, Sec. 5, Taipei, Taiwan
Tel: +886 2 2760 3338
Fax: +886 2 2760 1055
Email: maggie.tang@mbww.com
Website: apac.mbww.com

Personnel

Managing Director Maggie Tang

ISENTIA TAIWAN

6/F, 171 Songde Road, Xinyi District, Taipei 11085, Taiwan
Tel: +886 2 2728 2880
Fax: +886 2 2728 2850
Email: rebecca.chang@isentia.com
Website: www.isentia.com

Personnel

Country Manager Rebecca Chang

MEDIACOM TAIWAN

5/F, No. 31 Lane 11, GuangFu North Road, Taipei 10560, Taiwan
Tel: +886 2 771 06100
Fax: +886 2 771 06197
Email: melinda.chen@mediacom.com

Personnel

General Manager Melinda Chen

MINDSHARE TAIWAN

5/F No. 31 Lane 11, GuangFu N. Road, Taipei 10560, Taiwan
Tel: +886 2 771 06099; Fax: +886 2 771 06098
Email: susan.chao@mindshareworld.com

Personnel

Managing Director, Mindshare Taiwan
..... Susan Chao

OMD TAIWAN

10/F, 176 Chang Chun Road, Taipei 104, Taiwan
Tel: +886 2 2502 6653
Email: vivian.lu@omd.com
Website: www.omd.com/asia-pacific

Personnel

General Manager Vivian Lu

OMNICOM MEDIA GROUP TAIWAN

5F, No. 176, Chang Chun Road, Taipei 104, Taiwan
Tel: +886 2 2181 7168; Fax: +886 2 2515 1281

Personnel

Chief Executive Officer Kelly Huang

PHD TAIWAN

9/F, 176 Chang Chun Road, Taipei 104, Taiwan
Tel: +886221817123; Fax: +886225151394
Email: cathy.yang@phdmedia.com
Website: www.phdmedia.com

Personnel

General Manager Cathy Yang

POSTERSCOPE TAIWAN

9F, No. 100, Songren Road, Xinyi District, Taipei 11073, Taiwan
Tel: +886227175238; Fax: +886227196377
Email: suzanne.chen@posterscope.com
Website: www.posterscope.com

Personnel

President Suzanne Chen

PUBLICIS MEDIA TAIWAN

8/F, No. 6, Section 4, Xin Yin Road, Taipei 106, Taiwan
Tel: +886227003151; Fax: +886227003171
Email: irene.chang@publicismedia.com
Website: www.publicismedia.com

Personnel

Managing Director of Publicis Media Taiwan Irene Chang

SPARK FOUNDRY TAIWAN

8/F, No. 6, Section 4, Xin Yin Road, Taipei 106, Taiwan
Tel: +886227042211
Email: miki.lee@starcomwww.com
Website: www.sparkfoundrywww.com

Personnel

General Manager, Taiwan Miki Lee

STARCOM TAIWAN

8F, No. 6, Section 4, Xin Yi Road, Taipei 106, Taiwan
Tel: +886227042211
Email: morre.liang@starcomwww.com
Website: starcomwww.com

Personnel

General Manager, Taiwan Morre Liang

UM TAIWAN

8/F, No. 1, Nan King E. Road, Sec. 5, Taipei, Taiwan
Tel: +886227603338
Fax: +886227601055
Email: maggie.tang@mbwww.com
Website: www.umwww.com

Personnel

Managing Director Maggie Tang

VEIZEUM TAIWAN

9F, No. 100, Songren Road, Xinyi District, Taipei 11073, Taiwan
Tel: +886227173717; Fax: +886227170996
Email: kesy.lee@vizeum.com
Website: www.vizeum.com

Personnel

General Manager Kesy Lee

WAVEMAKER TAIWAN

4F, No. 31-2, Lane 11, Guang Fu N. Road, Taipei 10560, Taiwan
Tel: +8862271706288
Email: cindy.lin@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Managing Director Cindy Lin

XAXIS TAIWAN

4F No. 31-1 Lane 11, GuangFu N Road, Taipei 10560, Taiwan
Tel: +8862277106180
Email: info@xaxis.com
Website: www.xaxis.com

X-LINE LTD

8/F, No. 100, Songren Road, Xinyi District, Taipei 11073, Taiwan
Tel: +886225095077; Fax: +886225093938
Email: alevan.wang@x-line.com.tw
Website: www.x-line.com.tw

Personnel

President Alevan Wang

ZENITH TAIWAN

8/F, No. 6, Section 4, Xin Yin Road, Taipei 106, Taiwan
Tel: +886227003151; Fax: +886227003171
Email: irene.chang@zenithmedia.com.tw
Website: www.zenithmedia.com

Personnel

Managing Director, Taiwan Irene Chang

THAILAND

ACTMEDIA THAILAND CO LTD

33/F Vanit Building II, 1126/2 New Petchburi Road, Makkasan, Ratchathewi, Bangkok 10400, Thailand
Tel: +6622507100; Fax: +6622507101
Email: narath.p@omgthailand.com
Website: www.omg-asia.com

Personnel

General Manager Narath Payakaniti

BRAND CONNECTIONS CO LTD

16/F, 208 Building, 208 Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +6626515328; Fax: +6626515335
Email: prasert@brandconnections.co.th
Website: www.brandconnections.co.th

Personnel

Founding Partner Prasert Eamrungrong

DEMO POWER CO LTD

33/F Vanit Building II, 1126/2 New Petchburi Road, Makkasan, Ratchathewi, Bangkok 10400, Thailand
Tel: +6622507100; Fax: +6622507102
Email: dja@demopower.com
Website: www.demopower.com

Personnel

Managing Director Dirk-Jan Herman Arts

DENTSU AEGIS NETWORK THAILAND

968 U Chu Liang Building, 36 F, Rama IV Road, Silom, Bangkok, Bangkok 10500, Thailand
Tel: +6626324589; Fax: +6626324598
Email: Amornsak.Sakpuparam@dentsuaegis.com
Website: dentsuaegisnetwork.com/asiapacific

Personnel

Carat CEO Parithas Moongprasittichai
Dentsu X CEO Sarnchatt Chansrakao
Posterscope General Manager Petcharat Kietvisanchai
Vizeum CEO Aichanyar Vattanapornvarakul

GROUPM THAILAND

Ploenchit Center, 23rd Floor, 2 Sukhumvit Road, Klongtoey, Bangkok 10110, Thailand
Tel: +6626305255
Email: Niklas.stalberg@groupm.com

Personnel

Chief Executive Officer Niklas Stalberg

INITIATIVE THAILAND

Unit 2809, 1 Empire Tower, 28/F, South Sathorn Road, Yannawa, Sathorn, Bangkok 10120, Thailand
Tel: +6620559946; Fax: +6620559898
Email: Malee.Kittipongpisa@initiative.com
Website: www.initiative.com

Personnel

Chief Executive Officer... Malee Kittipongpisa

IPG MEDIABRANDS THAILAND

Unit 2806, 1 Empire Tower, 28/F, South Sathorn Road, Yannawa, Sathorn, Bangkok 10120, Thailand
Tel: +6620559999; Fax: +6620559899
Email: wannee.ruttanaphon@mbwww.com
Website: apac.mbwww.com

Personnel

Chairperson Wannee Ruttanaphon

ISENTIA THAILAND

88 Soi Lasale 58, A.P. Nakhirin Tower, 12/F, Room 1/2, Srinakarin Road, Bangna, Bangna, Bangkok 10260, Thailand
Tel: +6627487988; Fax: +6627487433
Email: atisa.techakhunbudit@isentia.com
Website: www.isentia.com

Personnel

Country Manager Atisa Techakhunbudit

KINETIC WORLDWIDE (THAILAND) LTD

2 Ploenchit Center, 19th Floor, Sukhumvit Road, Klongtoey, Klongtoey, Bangkok 10110, Thailand
Tel: +6626568611; Fax: +6626568911
Email: anchalee.yupamake@kineticww.com
Website: www.kineticww.com

Personnel

Chief Executive Officer... Anchalee Yupamake

MEDIA INTELLIGENCE CO., LTD.

5th Fl., Sindhorn Building (Tower 2), 130-132 Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +6626515377; Fax: +6626515372

MEDIACOM THAILAND

2 Ploenchit Center, 20th Floor, Sukhumvit Road, Klongtoey, Bangkok 10110, Thailand
Tel: +6626296104; Fax: +6626296341
Email: suporn.aaronpakhongkol@mediacom.com

Personnel

Managing Director.... Suporn Aroonpakhongkol

MEDIAVEST THAILAND

6/F Sindhorn Tower 1, 130-132 Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +6626845777; Fax: +6626845789
Email: Atipol.thivatana@publicisone.com
Website: www.starcomwww.com

Personnel

Chief Executive Officer Atipol Thivatana

MINDSHARE THAILAND

22nd Floor, 2 Ploenchit Centre, Sukhumvit Road, Klongtoey, Bangkok 10110, Thailand
Tel: +66 2629 6000; Fax: +66 2629 6093
Email: pathamawan.sathaporn@mindshareworld.com

Personnel

Leader, Mindshare Thailand
..... Pathamawan Sathaporn

OMD THAILAND

21/F Amarin Plaza, 500 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +66 2256 9890-2
Email: paul.spencer@omd.com
Website: www.omd.com/asia-pacific

Personnel

Managing Director Paul Spencer

OMNICOM MEDIA GROUP THAILAND

21st Floor, Amarin Plaza, 500 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +66 2256 9890-2

Personnel

Chief Executive Officer Sunee Paripunn

PHD THAILAND

10/F Amarin Plaza, 500 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +66 2256 9360-1
Fax: +66 2256 9366
Email: nuvee.pongsathidporn@phdmedia.com
Website: www.phdmedia.com

Personnel

Managing Director Nuvee Pongsathidporn

PRAKIT HOLDINGS PUBLIC COMPANY LIMITED

88 soi Sukhumvit 62 Section 3, Sukhumvit Rd., Bangchak, Prakanong, Bangkok 10260, Thailand
Tel: +66 2715 3000; Fax: +66 2332 8522
Email: holdings@prakit.com
Website: www.praakit.com

Personnel

Account & Finance Director
..... Wichuda Grairithikul

SOCIETY THAILAND

Unit 2806, 1 Empire Tower, 28/F, South Sathorn Road, Yannawa, Sathorn, Bangkok 10120, Thailand
Tel: +66 2055 9914
Fax: +66 2055 9899
Email: rajsak.asawasupachai@mbwww.com
Website: www.rallyworldwide.com

Personnel

Head of Digital Rajsak Asawasupachai

SPORE BANGKOK COMPANY LIMITED

11/1 AIA Sathorn Tower, Room 1505-1508, 15th Floor, South Sathorn Road, Yannawa, Sathorn, Bangkok 10120, Thailand
Tel: +66 2285 1870
Email: info@sporebkk.com
Website: www.sporebkk.com

Personnel

Managing Director Jinn Powprapai

STARCOM THAILAND

6/F Sindhorn Tower 1, 130-132 Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
Tel: +66 2684 5777
Fax: +66 2684 5789
Email: Atipol.lthivatana@publicisone.com
Website: www.smggroup.com

Personnel

Chief Executive Officer Atipol lthivatana

UM THAILAND

Unit 2801, 1 Empire Tower, 28/F, South Sathorn Road, Yannawa, Sathorn, Bangkok 10120, Thailand
Tel: +66 2055 9903
Fax: +66 2055 9897
Email: Chatchawan.Kosonudomkul@umwww.com
Website: www.umwww.com

Personnel

Managing Director
..... Chatchawan Kosonudomkul

VEIZEUM THAILAND

36/F, 968 U Chu Liang Building, Rama IV Road, Silom, Bangrak, Bangkok 10500, Thailand
Tel: +66 2632 4615
Fax: +66 2632 4616
Email: vizeum.thailand@vizeum.com
Website: www.vizeum.com

Personnel

Chief Executive Officer Aichanyar Vattanapornvarakul

WAVEMAKER THAILAND

2 Ploenchit Center, 14th Floor, Sukhumvit Road, Klongtoey, Bangkok 10110, Thailand
Tel: +66 2629 6400
Email: christina.vacharanetr@wmglobal.com
Website: www.wavemakerglobal.com

Personnel

Managing Director Christina Vacharanetr

ZENITH THAILAND

6/F, Sindhorn Tower 1, 130-132 Wireless Road, Lumpini, Patumwan, Bangkok 10330, Thailand
Tel: +66 2627 3370
Fax: +66 2627 3400
Email: chanida.vibulkitvorakul@zenithmedia-th.com

Personnel

General Manager Chanida Vibulkitvorakul

Vietnam

DATVIET VAC MEDIA CORPORATION

THAP 222, 12 Floor, 222 Pasteur District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 3824 1919
Fax: +84 28 3829 0507
Email: nhukhue@media.datvietvac.vn
Website: www.datvietvac.vn

Personnel

Deputy Director Khue Nguyen

DENTSU AEGIS NETWORK VIETNAM

19th Floor Vincom Center, 72 Le Thanh Toh Street, Ben Bghe Ward, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3823 3588
Fax: +84 28 3823 3589
Email: Sanjay.Bhasin@dentsuaegis.com
Website: www.dentsuaegisnetwork.com/asiapacific

Personnel

Indochina CEO, Dentsu Aegis Network
..... Sanjay Bhasin

GROUPM VIETNAM

Level 42, Bitexco, 2 Hai Trieu, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 3821 2233
Fax: +84 28 3821 2162
Email: ed.thesiger@groupm.com

Personnel

Chief Executive Officer Ed Thesiger

HAVAS MEDIA VIETNAM

10/F SFC Building, 09 Dinh Tien Hoang Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 6299 0072
Email: tronghung@havasmedia.com
Website: www.havasmedia.asia

Personnel

Chief Executive Officer Do Trong Hung

IPG MEDIABRANDS VIETNAM

1104, 11/F Citilight Tower, 45 Vo Thi Sau Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 832 0871
Email: kc.nguyen@mediawave.vn
Website: apac.mbw.com

Personnel

Managing Director KC Nguyen

ISENTIA VIETNAM

3/F Robot Tower, 308-308C Dien Bien Phu Street, Ward 4, District 3, Ho Chi Minh City, Vietnam
Tel: +84 28 6263 8610/11/12
Email: mike.chew@isentia.com
Website: www.isentia.com

Personnel

Country Manager Mike Chew

MEDIACOM VIETNAM

Level 42 Bitexco Financial Tower, 2 Hai Trieu Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 6288 3369
Fax: +84 28 3821 2162
Email: anand.krishnan@mediacom.com

Personnel

Managing Director Anand Krishnan

MINDSHARE VIETNAM

Level 42, Bitexco Financial Tower, 02 Hai Trieu Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84 28 6288 3456
Email: Shankar.rajagopal@mindshareworld.com

Personnel

Leader, Mindshare Vietnam
..... Shankar Rajagopal

OMD VIETNAM

Somerset Challelor Court, 4th Floor, 11 Mac Dinh Chi, District 1, Ho Chi Minh City, Vietnam
Tel: +842839306777; Fax: +842839309630
Email: vananh.tranluu@omnicommediagroup.com
Website: www.omid.com/asia-pacific
Personnel
CEO (OMG) Van Anh Tran Luu

OMNICOM MEDIA GROUP VIETNAM

Somerset Challelor Court, 4th Floor, 11 Mac Dinh Chi, District 1, Ho Chi Minh City, Vietnam
Tel: +842839306777; Fax: +842839309630
Personnel
Chief Executive Officer Van Anh Tran Luu

OPTIMEDIA VIETNAM

170 Nguyen Van Huong, Thao Dien, District 2, Ho Chi Minh City, Vietnam
Tel: +842862813936
Email: nam.do@blue449.com
Personnel
Communication Planning Manager
..... Do Van Nam

PHD VIETNAM

Somerset Challelor Court, 4th Floor, 11 Mac Dinh Chi, District 1, Ho Chi Minh City, Vietnam
Tel: +842839306777; Fax: +842839309630
Email: vananh.tranluu@omnicommediagroup.com
Website: www.phdmedia.com
Personnel
Chief Executive Officer (OMG)
..... Van Anh Tran Luu

SEIKOSHA VIETNAM

81/44 Ho Van Hue, Ward 9, Phu Nhuan District, Ho Chi Minh City, Vietnam
Tel: +842862914907
Email: quangdang@skv-vn.com
Website: skv-vn.com
Personnel
Marketing & Project Planning Specialist, Dang Vinh Quang

STARCOM MEDIAVEST VIETNAM

170 Nguyen Van Huong, Thao Dien, District 2, Ho Chi Minh City, Vietnam
Tel: +842862813936
Email: vineeth.dhruvan@starcomww.com
Personnel
General Manager Vineeth Dhruvan

TKL CORPORATION

222 Tower, 5th Floor, 222 Pasteur, Ward 6, District 3, Ho Chi Minh City, Vietnam
Tel: +842838232246
Fax: +842838233770
Email: chinhnguyen@tkl.vn
Website: www.datvietvac.vn
Personnel
Managing Director Nguyen Van Chinh

UM VIETNAM

1104, 11/F Citilight Tower, 45 Vo Thi Sau Street, District 1, Ho Chi Minh City, Vietnam
Tel: +84288320871
Email: kc.nguyen@mediawave.vn
Website: www.initiative.com
Personnel
Managing Director KC Nguyen

WAVEMAKER VIETNAM

Level 42, Bitexco Financial Tower, 02 Hai Trieu Street, District 1, Ho Chi Minh City, Vietnam
Tel: +842862883456
Email: rose.huskey@wmglobal.com
Website: www.wavemakerglobal.com
Personnel
Interim Managing Director Rose Huskey

ZENITH VIETNAM

170 Nguyen Van Huong, Thao Dien, District 2, Ho Chi Minh City, Vietnam
Tel: +842862813936
Email: chetan.khandelwal@zenithmedia.vn
Personnel
Senior Business Director
..... Chetan Khandelwal

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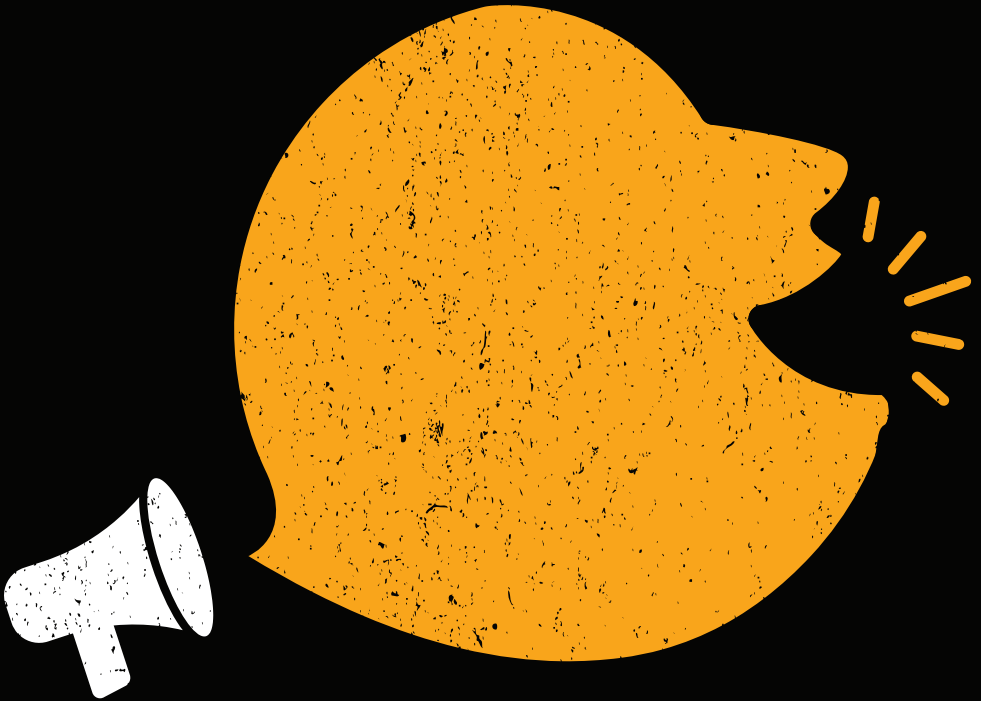
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