

2011年7月15日  
即時發佈



## 是時候回報你對廣告的汗與淚! 請即參加金帆廣告大獎

爲了回報費盡心思的廣告幕後功臣、爲了表揚具吸引力和有共鳴的廣告作品，香港廣告商會將舉行其年度旗艦項目——金帆廣告大獎，回報幕後功臣所付出的血、淚與汗。今年的大會主題爲“Pain is Glory”旨在表彰那些爲創作廣告而不遺餘力的精英。

由1984年開始，香港廣告商會已一直舉辦金帆廣告大獎至今，目的是爲了表揚香港的傑出廣告。這個被視爲廣告界奧斯卡的金帆廣告大獎，乃是香港廣告界一年一度的盛事，也是全城最觸目且最具公信力的廣告大賽。

有別於其他本地廣告獎項，金帆廣告大獎在國際廣告界中享有崇高的地位。金帆廣告大獎的評審團是由世界各地的知名廣告創作人組成，足見其在國際間的地位。

今年，大會有幸邀請到以下的世界廣告精英成爲2011金帆廣告大獎評審團(有關各評審的個人資料，請參閱附件)：

### 國際評審團：

Yuya Furukawa  
Executive Creative Director  
Dentsu, Japan

Hei Yiyang  
Founder & Director  
SenseTeam, China

Masato Mitsudera  
Creative Director  
Beacon Communications, Tokyo, Japan

Benjamin Palmer  
Co-Founder & CEO  
The Barbarian Group, New York, USA

Jureeporn Thaidumrong  
CEO and Creative Chairwoman  
nudeJEH, Bangkok, Thailand

Alistair Wood  
Executive Creative Director  
Cheil Worldwide Inc., Seoul, South Korea

Noel Yeo  
Creative Director  
BBH Singapore

Richard Yu  
Executive Creative Director  
Bates 141 Taipei, Taipei

媒體類別評審團:

Jackson Kwok  
CEO  
OMG Hong Kong

Ken Matsumura  
President  
Dentsu Media Hong Kong

Chris Ryan  
CEO  
Aegis Media Hong Kong

Chris Skinner  
Managing Director  
Universal McCann Hong Kong

KK Tsang  
CEO  
GroupM Hong Kong

今年的金帆廣告大獎被受業界好友、商業夥伴和客戶的鼎力支持，而路訊通更是連續 3 年為此盛事之冠名贊助商。

截止日期為 2011 年 9 月 14 號（星期三）下午 5 時正。

如欲知道更多有關是次廣告大獎的詳情，歡迎瀏覽香港廣告商會網站：  
[www.aaaa.com.hk](http://www.aaaa.com.hk)。

如有垂詢或欲安排專訪：

伍靜薇－執行總監，香港廣告商會 電話: 2882 6828/9049 1742

李曉嵐－公關及活動主任，香港廣告商會 電話: 2882 2504/ 9498 8538

電郵: [hk4as@aaaa.com.hk](mailto:hk4as@aaaa.com.hk)

香港廣告商會由本港多間主要廣告公司組織，宗旨在制定及維持廣告業專業操守、出任廣告公司的糾紛仲裁人，及為廣告公司和廣告從業員提供交流意見的機會。香港廣告商會現時有 28 個全面會員及 22 個聯系會員。

## 2011 HK4As Kam Fan Awards – Judges (International)

**Yuya Furukawa**  
**Executive Creative Director**  
**Dentsu, Japan**

Yuya is known to be a quiet and reserved person, but his work proves to be quite the opposite, with a strong voice.

He has won numerous international and domestic awards including Gold, Silver and Bronze awards at Cannes, New York Festivals, and Grand Prix at Adfest and the Times Asia-Pacific Awards. He also won the Best Creative of the Year by the Japan Advertising Agencies Association in 2005.

He has served as a judge for Cannes, Clio, Media Spikes, Busan International Advertising Festival, and as both judge and speaker at Adfest and Young Guns Awards.

Besides his work as a Creative Director, Yuya is also known for writing scenarios for TV & radio programmes, lyrics for pop songs, and a column for a major national newspaper. He also lectures at Nihon University College of Art.



**Hei Yiyang**  
**Founder & Director**  
**SenseTeam, China**

Founder & Creative Director of SenseTeam. Born in 1975. Found SenseTeam in 1999

His works are about branding, exhibition planning, environmental design and publishing. He is one of the most active cultural exchange pioneers in China. He devotes himself to putting different mediums like graphic design, contemporary art, advertising, architectural space, city, society together, to make the works interesting, meaningful and valuable.

He is the leader of SenseTeam - the most energetic and farsighted team in global Chinese creative teams. It focuses on civility and sociality.

He has won:

New York ADC - One Golden Award, Two Silver Award, Three Merit Awards,  
Cannes Lions International Advertising Festival - Two Silver Awards,  
New York One Show Design - One Golden Award, One Silver Award, Six Merit Award,  
D&AD - Four in book,  
Adfest Design Lotus - Two Golden Award, Two Silver Award  
HKDA Awards - One Golden Award, Two Bronze Awards, Sixteen Merit Awards.



**Masato Mitsudera**  
**Creative Director**  
**Beacon Communications, Tokyo,**  
**Japan**

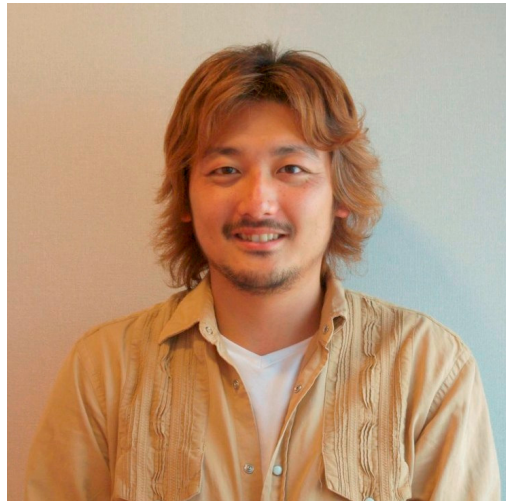
His career started at domestic advertising company as a CM planner, then moved beacon, joint company of Dentsu and Leo Burnett.

He produced many strong campaigns, both local and global, and received various local and international awards.

He achieved Cannes Promo Lions Grand Prix and Cannes PR Lions Gold in 2009 for “YUBARI CITY CAMPAIGN” which was started from his voluntary presentation.

Also achieved Grande Lotus Roots and INNOVA Lotus at ADFEST2010, Grand CUP at ADFEST2011.

He experienced Cannes, ADFEST and CLIO award Jury, and selected STAR Reacher at Leo Burnett Group.



**Benjamin Palmer**  
**Co-Founder & CEO**  
**The Barbarian Group, New York, USA**

Benjamin Palmer is a co-founder of The Barbarian Group, served as its CEO since the company's founding in 2001, and has since come to be one of the most respected voices in the world of interactive and digital advertising. He has been named one of Creativity's 50 top creatives and one of Esquire's 'Best & Brightest'. Benjamin also sits on the board of the Art Director's Club, and has served as jury chair for the Asia Pacific Advertising Festival (APAF).

Benjamin leads the creative and cultural vision of The Barbarian Group, overseeing creative as well as the company's overall direction, maintaining the integrity of the company's creative output.

In his capacity as CEO, Benjamin has lead The Barbarian Group to its position in the industry today – that of unparalleled creative quality and an uncanny ability to cut through the noise with consistently great and effective interactive communication. He has also been instrumental in fostering the shop's sense of purpose, rebellion, mischief, innovation, results and growth. The Barbarian Group has been named Creativity's Interactive Agency of the Year (2006) and Digital Company of the Year (2008), and was recently recognized as one of the world's 50 most innovative companies by *Fast Company*.



**Jureeporn Thaidumrong**  
**CEO and Creative Chairwoman**  
**nudeJEH, Bangkok, Thailand**

Judee's started out as a Copywriter at DY&R Bangkok before joining Leo Burnett Bangkok, followed by Far East DDB Advertising Bangkok, Results Advertising Bangkok, and later Saatchi & Saatchi Bangkok as Executive Creative Director. Under her leadership, Results won Thailand's first-ever Cannes Gold Lion in 2000 and Saatchi and Saatchi won Thailand's first-ever D&AD Pencil and became Agency of the year in Asian region in 2003. She made history again in 2005 for winning another Cannes Gold Lion for the Energy Policy and Planning Office (EPPO) TV campaign.



Judee opened her own creative shop, "JEH United", in 2005. Her world famous Smooth E campaign in 2006 won the independent agency a Gold at Cannes, Best of Film at ADFEST, Best of Show at Asian Awards, and Australia's AWARD. In 2006, she was named Creative of the Year by Hong Kong's Media Marketing Magazine, and ranked #1 in Campaign Brief Asia as the Hottest Creative in Asia while JEH United became the Gunn Report's 18th most awarded agency in the world. She won another Gold at Cannes in 2008 with Sylvania Light Bulbs "Picnic" TVC, and 2011 has already witnessed her winning Best of film at Asia Pacific Advertising Festival (ADFEST), for The Positive Network's "Sorry Thailand" and Chang Soda's "Fizzy Billboard" has won Best Outdoor at Adstar, Busan.

June 2011, after six years of outstanding

success in creative advertising and a succession of award-winning campaigns, Judee and JEH United have made another big step forward by merging with NUDE Communication – a boutique brand agency focusing on Strategic Branded Communications.

**Alistair Wood**  
**Executive Creative Director**  
**Cheil Worldwide Inc., Seoul, South Korea**

Started as a copywriter in London, Alistair has won various awards at D&AD, Cannes, One Show while working at various agencies Lowe, Leo & JWT, and worked in various countries (UK, US and now Korea)



**Noel Yeo**  
**Creative Director**  
**BBH Singapore**

Noel Yeo is an award-winning creative director, whose work includes the industry-changing “YourSingapore.com” campaign for Singapore Tourism Board. He is one of only four Asia-based creative directors featured in the book CD:Y0, which features, amongst others, Ari Merkin, Gerry Graf, Rob Schwartz and Luke Sullivan.



**Richard Yu**  
**Executive Creative Director**  
**Bates 141 Taipei, Taipei**

Richard has 18 years of experience in advertising industry.

After joined Bates in May 2006, Richard lead Bates141 became the Top 1 Taiwan Agency of the Year in 2008-2009 by Campaign Brief Asia Creative Rankings.

Richard’s work has won over 700 major awards include numerous international and local awards.



**2011 HK4As Kam Fan Awards – Judges (Media)**

**Jackson Kwok**

**CEO**

**OMG Hong Kong**



**Ken Matsumura**

**President**

**Dentsu Media Hong Kong**



**Chris Ryan**  
**CEO**  
**Aegis Media Hong Kong**



**Chris Skinner**  
**Managing Director**  
**Universal McCann Hong Kong**



**KK Tsang**  
**CEO**  
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