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For Immediate Release

### **New Chairman and Executive Committee Elected for HK4As**

Members of the HK4As (The Association of Accredited Advertising Agencies of Hong Kong) have cast their votes to elect the association's first ever Chairlady.

Sue McCusker, General Manager of Publicis Worldwide (Hong Kong), will take up the Chairlady role officially at its AGM in February. Sue is the incumbent Executive Committee Member and has also been leading the HK4As' Education initiatives, and she replaces Richard Thomas.

Spencer Wong, another serving Executive Committee Member, takes up the role of Vice-Chairman with the support of a Committee made up of Simone Tam, Desmond So, and Adam O'Conor.

With two years of involvement in the direction of the HK4As, Sue McCusker has a clear vision on the role of the HK4As, "The HK4As plays an important role in providing leadership for our industry. We are witnessing a resurgence in creativity in Hong Kong, evidenced by our industry's strong performance at prestigious award shows such as Cannes, and the HK4As will continue to focus building our industry's profile, standards of creativity and effectiveness across all mediums, and our talent's international exposure."

"I look forward to working with all the 4As Members to continue in the dynamic path that ex-Chairman Richard Thomas and the previous ExComm embarked upon: to build upon our position as a hub with creativity at its core and a gateway for brands to move onto the international stage."

Sue is currently General Manager of Publicis Hong Kong. Having lived and worked in Hong Kong for the majority of her career, her experience is not only of Hong Kong and Asia, but is also truly global. Sue has directly led global campaign development with client headquarters based in Europe and the USA for implementation worldwide.

Spencer Wong, Managing Director & Chief Creative Officer of McCann Worldgroup (Hong Kong), takes up the role of Vice-Chairman. He has joined McCann Worldgroup (Hong Kong) in 2006. He has served as HK4As Executive Committee Member since 2008 and was the Creative Committee Chairman from 2008 to 2009.

Desmond So, CEO of JWT Hong Kong, will continue his role as Executive Committee Member, with the joining of Simone Tam, Managing Director of DDB Group Hong Kong & Guangzhou, and Adam O'Conor, CEO, Ogilvy Group Hong Kong.

Elections for the various HK4As sub-committees is underway and will also be announced shortly.

The HK4As Annual General Meeting will be held at Butterfield's Quarry Bay on 18 February 2011 5pm.

*The Association of Accredited Advertising Agencies of Hong Kong (the HK4As) is an association of major advertising agencies in Hong Kong. The Association's objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association currently has 23 full members and 19 affiliated members.*

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