

Digital sector throws its weight behind 4A's



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Published: 22 July 2009

Hong Kong - Pixel Media and CMRS digital Solutions have joined a growing list of digitally focused companies joining the Hong Kong Association of Accredited Advertising Agencies.

The two additions to the 4A's affiliate program follow the recent announcement that Microsoft Advertising and Start Creative has also signed up to the industry association.

Since opening up its membership to non-4A agencies some two years ago, the 4A affiliate members now includes Yahoo Hong Kong, Razorfish, The Nielsen Company, RoadShow and PCCW Media.

Kevin Huang (pictured), Pixel Media CEO, said the company has been a great supporter of the 4A's and its support of the digital sector. He said its membership was in part about continuing this support.

"We want to play a role in the development of the digital industry," he said.

"We've been watching from the sidelines but now want to have a larger voice. If the industry is growing then as an industry player our business grow with it."

Over the next year Huang said he would like to see clients and agencies taking digital a lot more seriously.

"They have to invest or risk becoming irrelevant to the next generation of consumers."

The industry association has also announced that Richard Thomas, a serving executive committee member, has taken over as vice chairman, replacing Antony Chow who retired on 1 July.

Thomas, president & CEO of DDB Group HK, will work closely with 4A's chairman Royce Yuen.

"We are pleased that Richard has agreed to take up this important role of the 4As at a time when we will be some very ambitious projects," Yuen said.

"This year is the 25th year into our Kam Fan Awards, plus a number of mega-scaled projects are in line and in talks with the CreateHK office."

Richard & I look forward to working closely and leading the HK4As to bigger & further developments" as the Chairman Royce Yuen welcomes the new Vice Chairman on board.

Chow will continue serving as a honorary advisor.