

Kam Fan: Goetz Ulmer in the spotlight



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[KAM FAN](#) [AWARDS](#) [CREATIVE](#)

Hong Kong - Goetz Ulmer creative partner at German creative agency [Jung von Matt](#), still ranks the US as a leading creative continent, but says Asia's rise as a creative hub is "frightening".

Ulmer spoke to *Marketing* ahead of the 2010 Kam Fan [Awards](#).

Has the role of creativity become more important during these economically unstable times?

Creativity was, is and will be always important. Especially in times where entertaining content gets more and more important. However - in times like these - it gets more and more difficult to sell it to clients.

How does Asia rank globally for its creative output?

Some really stunning work comes out of Asia. And it's getting more. Frightening :-)

Do you see China as an emerging creative powerhouse?

YES. Fullstop.

Which part of the world serves as a good barometer for creative and effective work?

As always: America. But Europe and Asia are keeping up with the speed.

How important are award shows today?

As long as they do not reward fakes, they are still the best indicator how creative work can touch you.

Should clients sit up and take notice of campaigns that rate well on the awards circuit?

YES!

What in particular will you be looking at in the creative work submitted to this year's Kam Fan awards?

For ideas that I would like to have had myself. Ideas that are so good and outstanding that I'll become green with envy.
