

Kam Fan: Gustav Martner steps up



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

Creativity has always been a profitable attribute. The big difference is that the platforms for the creativity that we, advertisers, use are more abundant and complicated today.

How does Asia rank globally for its creative output?

Asia ranks very well, especially within mobile.

Do you see China as an emerging creative powerhouse?

Surely that's the way it is but I need to learn more about the latest cases from China to be able to comment. I am hoping to learn more about this as a judge in the Hong Kong awards.

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

The US has for a very long time been the motor in the global advertising industry. Even if other countries are successful within certain areas (Scandinavians within digital, Japan within mobile and outer-active), the US are very up to date since many of the worlds leading web 2.0 companies, software developers and mobile manufacturers are situated there.

How important are award shows today?

It's harder and harder to get an overview over the advertising industry at the same pace as media fragmentation and award shows help the industry and the customers to identify talent. So, award shows are more important now than they ever have been. On the other hand there are more award shows and categories than ever before which runs the risk of there being too many for people to care about. I really appreciate award shows that cut down on the amount of prizes and categories.

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

Of course, winning awards is a clear indication that the agency who wins is in tune with the present.

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

Utility, relevance and stuff that gives me hope for the future.