

Kam Fan: Kentaro Katsube in the spotlight



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KAM FAN AWARDS CREATIVE

Hong Kong - For the final Q&A in the Kam fan judges series Kentaro Katsube, creative and web director UNIT_ONE, inc. Japan, explains how Asia can take the lead on the US and Europe.

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

I think it does. Because I consider the goal of a company such as increasing sales and branding can be achieved at the world level by creating fusion of the business and creativity in the high dimension.

How does Asia rank globally for its creative output?

Asian creative production has only a short history. On the contrary, I expect that Asia can take a unique position in the world by making a hybrid creative work independently from existing methods and idea, taking in Asian regional characteristic and culture as well as good points of Europe and the United States.

Do you see China as an emerging creative powerhouse?

I am noting the creative advertisement in China where the economic is rapidly developing. However, because consumer has different cognitive ability and Internet infrastructure has not been built thoroughly, so simple and straightforward creative work tends to be preferred in China at the present stage. As there are several matters which cannot be seen outside of China such as specific language problem, PR structure and how Chinese address a business issue, I think that providing directions on site is another key point.

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

I think that New York, London and Tokyo are the center of advertising production. Especially, Tokyo is the place where the world's most advanced creative development in the area of Internet is carried out. Such area is where Japanese culture, technology, design, sense and structural design ability can be brought out to the fullest based on the improved infrastructure.

How important are award shows today?

I think that awards are grade transcript for creators. The execution or style of the work sure will be standard for selecting creator, however, record of winning awards can be more easily understandable evaluative standard.

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

Sales amount is one of the success criteria of a campaign. However, winning of good awards will be highly praised around the world and results in successful branding of a company. In this regard, I think that clients should more actively take part in awards.

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

Firstly I would like to focus not on superficial advertising expression but on the points whether the creative work could capture the essence of clients, or leads to society or make a good influence on society. I also focus on the idea which has a power to change the world regardless of costs spent on it. Finally, I also think it important whether the creative work hits people in their mind or whether the creative work is universally-understood as global contents regardless of language barrier.