

Kam Fan: Prangthip Seelos in the spotlight



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

Hong Kong - Prangthip Seelos, executive creative director of Creative Juice/G1 Thailand, argues creative is more important than ever with smaller media and production budgets. She speaks to *Marketing* ahead of the 2010 Kam Fan [Awards](#).

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

Definitely. When you have a smaller budget to spend on media, production and therefore less airtime too, you will need more impact and consequently more creativity to make consumers remember it and succeed with your campaign.

How does Asia rank globally for its creative output?

There is room for improvement here if we look at what we are capable of and after being a judge in Cannes in 2010, especially as of late the creativity seemed to be lacking, I believe that even though the unstable economy is counterproductive to this we should be ranking higher.

Do you see China as an emerging creative powerhouse?

I do not particularly see any single Asian country by itself as the powerhouse in Asia but as I mentioned above believe we should all try to do better in the future as I can see that we all have a lot of potential.

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

I want to mention two countries that have shown inspiring work this year in Cannes, the first being Brazil's Almap BBDO that keeps publishing unique print ads mixing art and advertising in a brilliant way and secondly, Jung von Matt from Germany, a smaller, indie agency that successfully executes unusual, out-of-the box

advertising that separates itself from the rest. As for the rest of the world, I haven't noticed too much change or new ideas that stood out recently.

How important are award shows today?

I think they are rather important in terms of letting people see good advertising from all over the world and demonstrating the way that agencies approach advertising and therefore showing the continuous progress of the industry. They also help improving the industry as a whole by creating a healthy competitiveness that leads to new ideas.

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

Not in the way that clients take notice only because a campaign rates well but in the way that a campaign that succeeds consequently rates well in the awards circuit as well, hence demonstrating both a marketing and a creative success and the necessity to always come up with something new and inventive that the target group has never experienced before.

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

I always look out for something that has never been done before and that is really out of the box both in Asia and maybe also globally.