



## *Kam Fan: David Guerrero in the spotlight*

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Hong Kong - In the lead up to the 2010 Kam Fan Awards *Marketing* speaks to the top judges about the role of creativity and how Asia ranks globally for its creative output.

The first session in this series is with David Guerrero (pictured), chairman BBDO Guerrero/Proximity Philippines.

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

Absolutely. Smart clients demand value from their agencies. And the best way for agencies to demonstrate it, is to make sure their work is original, outstanding and relevant. That is what the best creative award shows measure. And time after time it has been proven that the most creative work is associated with superior business results.

*How does Asia rank globally for its creative output?*

It's a tough question to answer. Some individual executions and campaigns lead the world. But we need to see more work like this and more often. The day-to-day output is often the result of short-term tactical thinking. The best results come from long-running, always-on campaigns that can translate into a variety of media. We have a lot of potential talent that needs training and we constantly need to expose both agency and client decision-makers to global best practice.

*Do you see China as an emerging creative powerhouse?*

Yes - China has grown into the world's second-largest economy and the scale and quality of its creative output will follow. We are seeing this already in niche media and executions but we will undoubtedly see large scale executions as local brands and agencies grow in strength.

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

The US is still by far the largest ad market and we are seeing a succession of great campaigns from them. It's another sign perhaps that economic difficulties make advertisers try harder. The UK is still a highly respected market for the quality of its thinking and Australia and New Zealand have been impressive in integrated campaigns. Within Asia, Japan is showing the way in digital

*How important are award shows today?*

If they weren't important we wouldn't have so many of them! People pay to enter because they want to find out how well they are doing. They are also important because creative ideas come from more sources than ever before. So it's vital that we have some way of judging them. Award shows provide us a way of doing just that. By setting benchmarks and recognizing work that succeeds creatively, shows provide guidance to everyone working in the industry and of course to clients.

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

Yes they should. They are a measure of what is possible. And a benchmark of value added by agencies. However they should resist the temptation to ask for exactly the same work as has gone before. What's right for one client, may not be right for another. Originality, impact and relevance are the key criteria - and clients need to understand the role of professional advice in achieving that. It's not about buying the cheapest solution - it's about seeking the one with the greatest return on investment.

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

Principally ideas that have dramatically redefined what was expected from them. I hope to recognize work that is as far away from the ordinary, expected and boring as possible. It's always tempting for people to settle for lazy solutions to problems. We need to recognize those that resisted that temptation.

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