

Kam Fan: Embracing the digital change

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Hong Kong - Koshi Uchiyama, creative director of GT Inc Tokyo, spells out why effective work and not simply a bag full of awards should be recognised by today's marketing heads.

In the lead up to the 25th Kam Fan Awards, *Marketing* kicks off a series of Q&A's with some of the world's leading creatives.

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

Due to the continuing economic difficulties we face, and the increased dependency on network media, I believe that the role of creativity will continue to rise as well. From these two factors, the battleground for advertisements will shift from TV spots, which entail expensive media fees, to the internet and web. As content on the internet can only reach the audience if the users feel they "want to see it", I believe the role of creativity to attract the attention and interest of users will become much more important.

How does Asia rank globally for its creative output?

I believe, especially in the cyber advertisement realm, that there are several Asian creators who are in a position to lead the global creative scene.

Do you see China as an emerging creative powerhouse?

To be honest, I am not sure but I feel China has very strong potentials. As seen in the field of sports and films, it is a fact that in the past, China has suddenly surprised the world by displaying its potentials.

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

This is a difficult question. But I think as always London leads the world in the creative field of authentic media. And although Tokyo would be a good barometer in the interactive creative field. Although this is not a particular area in the world, I do believe YouTube would qualify as a barometer. YouTube expresses what the mass market enjoys.

How important are award shows today?

I believe from now on, it is important to see how much interest our clients have, as well as the creators, for award shows. If clients' interest in award shows increases, so will its significance.

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

Normally, what clients should pay attention to is not whether creative work earned a trophy but if such campaign produced results in terms of sales. However, what I personally hope clients will notice is the fact that the power of creativity can bring about fundamental changes in branding and company image, and that such improvement in brand image, in turn, bring about concrete results.

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

I will be looking for fresh ideas. Something very original. I sincerely look forward to encountering a totally fresh and new idea.