

APA

Advertising Producers Association

SHANGHAI LONDON

Advertising Forum 2015

THE REPORT





Our Shanghai London Advertising Forum 2015 took place in Shanghai on the 20th and 21st October 2015. It was a great success, with all the top agencies in Shanghai fully involved, great enthusiasm being expressed about their working more with APA members and good learning as to how to achieve that.

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OBJECTIVE

The objective of SLAF2015 was to enable UK commercials production and VFX companies to work more with Chinese advertising agencies and production companies.

SLAF2015 aimed to build on the success of our forum in Shanghai in 2007, which saw the UK delegate companies generate over £30 million of production turnover with Chinese agencies in the 15 months following the event.

APPROACH

The event was based on two way learning- it being equally important that UK delegates and the APA understand the demands and characteristics of the China advertising market as conveying the expertise of UK commercials production and VFX companies to the Chinese agencies and production companies. It followed the same format as our 2007 forum because a number of CCO's/ ECD's from Chinese agencies cited that as the best advertising event that has taken place in Shanghai and it achieved results, in terms of being a foundation for a spectacular growth in the volume of commercials production work by UK companies for Chinese agencies.

STRUCTURE OF SLAF 2015

The two days of presentations were divided between presentations from the UK delegates and those from Chinese agencies and production companies. The CCO's/ECD's (and in one case the CEO) of the major Chinese advertising agencies presented, along with one Chinese production company.

We invited them to explain what more APA members need to do to work with them more- given we know of their respect for/interest in the expertise APA member companies offer, what do we need to do to work more with Chinese production companies and agencies?

WHERE?

At the Sigma Film Club in Shanghai, a wonderful venue on the Bund in Shanghai, overlooking the river and the Shanghai skyline.

WHO SPOKE?

The CCO's/ECD's (and in one case the CEO) of China's top agencies, a Chinese production company and the majority of UK delegates from production and VFX. See Appendix One attached and see the whole two day programme in Appendix Two.

WHO ATTENDED?

Over 140 representatives of Chinese agencies and production companies, providing a capacity audience on each day.

WHAT DID WE LEARN?

BEAK STREET BUGLE -

DAY 1 - <http://beakstreetbugle.com/articles/view/469/the-shanghai-london-advertising-forum-2015-da>

DAY 2 - <http://beakstreetbugle.com/articles/view/470/the-shanghai-london-advertising-forum-2015-da>

SLAF2015 IN A THREE-MINUTE FILM

<https://vimeo.com/143704850>

SLAF2015 IN PICTURES



Clockwise:
Shanghai London Advertising Forum 2015 Attendees
GRAHAM FINK | CCO of Ogilvy China, addresses the forum
ANDY ORRICK | Chief of Stuff, Rattling Stick and attendees



Clockwise:

Delegates and Shanghai sky line

THOMAS GIBSON | *EP at The Mill*, **JOCE CAPPER** | *Managing Director of Rushes* and **HECTOR MACLEOD** | *Founder and CEO of Glassworks* present on the latest in VFX

SIMON GOSLING | *CEO of Happy Finish*, addresses the audience



Clockwise:
ANDY CHAN | ECD at FCB Shanghai, explaining to UK production companies what they need to do to work more with Chinese agencies
TIM LEFROY | Chief Executive of the Advertising Association, creating content
 The irrepressible **JOHNNY TAN** | ECD at BBH Shanghai



Clockwise:

JIMMY LAM | Vice Chairman and CCO of DDB China shares his insights

Delegates gather on the deck of the Sigma Film Club



Clockwise:
KITTY LUN | Chairman/CEO of Lowe China, sharing her thoughts with the audience
 A full house on day 2 of SLAF2015

IN THE PRESS

CAMPAIGN BRIEF ASIA -

DAY 1 - <http://www.campaignbriefasia.com/2015/10/claire-davidson-reports-on-day-4.html>

DAY 2 - <http://www.campaignbriefasia.com/2015/10/claire-davidson-reports-on-day-5.html>

SHP+ -

<http://shpplus.com/news/china-speaks-london-listens-at-the-shanghai-london-advertising-forum-2015/>

ACTION POINTS AND NEXT STEPS

APA members and our events in China have established a very strong presence and respect for the expertise of UK commercials production and VFX in China. To build further work, the APA will nurture its links with Chinese agencies and update them on interesting work and new trends in the UK.

APA delegate companies will build on the connections they created or built upon at SLAF 2015 to demonstrate they can meet the needs of Chinese agencies by helping them deliver great work for their clients, in film and in the new means of communicating with consumers, such as interactive production, that the Chinese agencies expressed such enthusiasm to access.

WHAT PEOPLE SAID ABOUT THE SHANGHAI LONDON ADVERTISING FORUM 2015

Andy Chan, ECD, FCB Shanghai -

"The London Shanghai Advertising Forum has been great to continue this dialogue between our two countries in terms of uplifting the quality standards of productions in China. Only when our people understand each other better and be prepared to have an open mind to learn from each other can exchanges like these be fruitful. Let's talk more and understand more, let's make these forums every year instead every 7 or 8 years!"

Tony Liu, CEO/CCO, M&C Saatchi aeiou -

"Thank you for the great successful forum. It was a very inspiring two days. Not to mention the amount of useful information exchanged between two cities production professional. APA London set the frontier of bringing London and Shanghai's production industries and agencies together opening a new gateway for both cities advertising and production experts. And love your arrangement of the after party to have a much closer social + business engagement for the participants. I am already looking forward to the next one."

Dan Phillips, Head of Digital and Interactive, MPC Creative -

“Given how China’s creative approach to creating ever more crafted and sophisticated communications campaigns seems to be growing by the week, and Shanghai is at the forefront of these efforts, the APA event was a perfect opportunity to meet some of the people who are shaping this exciting future. It also offered a timely opportunity to pause and reflect on how we can collectively build on what has been achieved so far, and keep creating great work in this extremely exciting market. Given my own focus on Digital, Interactive and Experiential at MPC, it was especially exciting to get such an enthusiastic response to the potential in these areas too – as brands compete to grab the attention of an ever more savvy consumer market, experiences that do just that across any space and screen will be crucial. Exciting times indeed.”

Henrique Goldman, Mango Films -

“The Shanghai Forum was an excellent opportunity for Mango Films to get to reach out and get to know Chinese producers and film community at large. It was welcome, useful, timely and fun - a solid foundation for the flow of more work between China and the UK in production.”

Meriel Bunney-Gillies, Creative Development, LS Productions -

"Thank you to the APA team for organising this incredibly insightful event and in such a fascinating city! It really struck me how much the Chinese advertising industry has changed in the last few years, and it was fantastic to hear the new rules as imagined by Shanghai-based creatives Kevin Lee, Nils Andersson, Graham Fink and more. Here's to going back soon!"

Nils Andersson, President and Chief Creative Officer, Greater China, TBWA/Shanghai -

"The APA visit was timely, as China is currently making a conscious move to Made in China being a mark of world class quality. A domestic demand economy is fuelled by domestic desire, and quality film making for both international brands, and local is an important part of that heady cocktail of desire. U.K. production and direction is world class, and there are plenty of opportunities for collaboration. And as we look to the future as Chinese brands continue to expand beyond the confines of the country, those collaborations will only increase."

Joce Capper, Managing Director, Rushes

"I met some wonderful people, enjoyed all the presentations & discussions from all. I've made new friends, learnt masses and we are bidding on a job already. What a great week at work!"

APPENDIX ONE

The speakers at SLAF 2015

(in the order in which they spoke)

Steve Davies, Chief Executive, Advertising Producers Association

Graham Fink, Chief Creative Officer, Ogilvy China

Desmond Loh, Executive Producer, Stink China

Andy Orrick, Chief of Stuff, Rattling Stick

Joce Capper, Managing Director, Rushes

Hector Macleod, Founder and CEO, Glassworks

Thomas Gibson, EP, The Mill

Simon Gosling, CEO Happy Finish

Kevin Lee, ECD, Legas Delaney Shanghai

Claire Davidson, Managing Director, The Sweetshop

Nils Andersson, President and Chief Creative Officer, Greater China, TBWA/Shanghai

Tim Lefroy, Chief Executive, the Advertising Association

Jon Biggs, Creative Director, Media Monks

Andy Chan, ECD FCB Shanghai

Tony Liu, Greater China Partner / CCO, M&C Saatchi aeiou

Steve Marolho, General Manager MPC Shanghai

APPENDIX ONE CONTINUED.

Mark Benson, Global MD, MPC

Dan Phillips, Head of Digital and Interactive, MPC Creative

Meriel Bunney-Gillies, Creative Development, LS Productions

Henrique Goldman, Mango Films

Johnny Tan, ECD, BBH Shanghai

Kitty Lun, Chairman/CEO Lowe China

Jimmy Lam, Vice Chairman & Chief Creative Officer, DDB China Group

Norman Tan, North Asia CCO, J. Walter Thompson Shanghai

Jacqueline Zhang, Owner, Gwantsi

Tim Stephens, Interactive Media/Academic Consultant for Media

Jonathan Lim, Creative Director, Grey Group Shanghai

APPENDIX TWO - THE PROGRAMME

20th October

0900 **Registration and Coffee**

0930 **Welcome and Introduction**

Steve Davies, Chief Executive,
Advertising Producers Association
Welcome to our delegates from Chinese advertising
agencies and production companies and from UK
commercials production, interactive production and
visual effects companies

0945 **What I have learnt as ECD of China's biggest agency**

Graham Fink, Chief Creative Officer, Ogilvy China

1015 **Independent, but not alone**

Yang Yeo, ECD, W+K
A tribute to all our production partners and friends that
helped W+K Shanghai produce work that we're proud of

1045 **Coffee break**

1100 **Making an impact in China**

Daniel Bergmann, Founder and CEO, Stink and
Desmond Loh, Executive Producer, Stink China

1130 **What do we need from UK production companies?**

Sheena Jeng, Chair and Chief Creative Officer,
Publicis China

1200 **Lunch provided free for all attendees**

1300 **The Power of Storytelling**

Andy Orrick, Chief of Stuff, Rattling Stick

1330 **Working with UK visual effects companies**

Joce Capper, Managing Director, Rushes,
Hector Macleod, Founder and CEO, Glassworks
and Thomas Gibson, EP, The Mill

1400 **Experiential - Creating Impactful Activations**

Lorraine Fearon, New Business Manager, Framestore

1430 **Virtual Reality is here!**

Simon Gosling, CEO Happy Finish

1500 **Coffee break**

1515 **Saving Ideas with a Small Budget**

Kevin Lee, ECD, Legas Delaney Shanghai

1600 **Meeting the challenges of budget pressures**

Claire Davidson, Managing Director, The Sweetshop

1630 **Fail Hard**

Nils Andersson, President and Chief Creative Officer,
Greater China, TBWA/Shanghai

1700 **Close**

APPENDIX TWO CONTINUED.

21st October

- 0900** Tea/coffee
- 0920** **Creating advertising the public can trust**
Tim Lefroy, Chief Executive, the Advertising Association
- 0950** **The Latest Thinking in Interactive Production**
Steve Davies & Louis Barron, The APA
- 1045** Coffee break
- 1100** **At the Forefront of Interactive Production**
Jon Biggs, Creative Director, Media Monks
- 1130** **Our experience of working with UK production companies**
The good stuff and what we would do differently
Andy Chan, ECD FCB Shanghai
- 1200** Lunch provided free for all attendees
- 1300** **The Little Black Book - Things you need to know about production in China**
Colin Lai, Owner/EP, The Shanghai Job
- 1330** **The opportunities and challenges of opening a visual effects company in Shanghai**
Steve Marolho, General Manager MPC Shanghai,
Mark Benson, Global MD, MPC and Dan Phillips,
Head of Digital and Interactive, MPC Creative

- 1400** **Shooting in the UK with specialist service companies**
Meriel Bunney-Gillies, LS Productions
and Henrique Goldman, Mango Films
- 1420** **Transforming BBH Shanghai and what we need from UK production companies going forward**
Johnny Tan, ECD, BBH Shanghai
- 1440** **Creating China's most awarded advertising agency**
Kitty Lun, Chairman/CEO Lowe China
- 1500** Coffee break
- 1515** **A Chronological Review of the Influential Commercial Film in Greater China Region**
Jimmy Lam, Vice Chairman & Chief Creative Officer,
DDB China Group
- 1545** **Panel discussion**
What have we learnt from the Shanghai London Advertising Forum 2015 and action points going forward
Norman Tan, North Asia CCO, J. Walter Thompson Shanghai
Jacqueline Zhang, Owner, Gwantsi
Tim Stephens, Interactive Media/Academic Consultant for Media
Jonathan Lim, Creative Director, Grey Group Shanghai
- 1615** Close

For more information details as per announcement

The logo for the Advertising Producers Association (APA) consists of the letters 'APA' in white, bold, sans-serif font, centered within a solid red rectangular background.

APA

Advertising Producers Association

Supported by:

The logo for UK Trade & Investment, featuring a vertical red line to the left of the text 'UK Trade & Investment' in a black, sans-serif font.

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