

## ABOUT YOUNG LOTUS WORKSHOP

### ABOUT

The Young Lotus Workshop is a 2-and-a-half-day workshop created since 2004 by ADFEST to:

- Recognize and encourage the rising stars in the region
- Allow participants to further develop their skills and learn from the gurus of the industry
- Sharpen talents while competing under a relaxed atmosphere
- Offer creative young bloods the opportunity to earn a winning place on the ADFEST stage

Each year, an agency network hosts the Workshop, which is facilitated by "trainers" from the host network, known as the Young Lotus Workshop Committee. Participants will be coached, lectured, and given a brief to be completed within 24 hours. The works which will be judged by the Young Lotus Workshop Committee and the winners will be announced on stage at ADFEST.

### YOUNG LOTUS WORKSHOP 2019

The Young Lotus Workshop 2019 is hosted by **MullenLowe Group**, with **Vincent Digonnet, Asia Pacific Chief Executive Officer**, as Chairman of the Workshop. **Leigh Reyes, President and Chief Creative Officer of MullenLowe Philippines**, will also lead a team the top-notch mentors for the Workshop.

### OBJECTIVES

- To train & sharpen young creative minds to develop effective concepts
- To support & stimulate new creative young bloods in the region
- To help the region's advertising and communication industry compete in the global market
- To provide exposure for the talented young creatives
- To encourage young creatives to strengthen team relations

### BENEFITS

- Chance to work with and learn from the best creative practitioners in the industry
- Absorb essential creative know-how from world-class advertising gurus effectively
- Learn of techniques and tips directly from creatives
- Opportunity to network and meet other rising stars in the region
- Build strong team skills

### PARTICIPATION & ELIGIBILITY

- Each local association/representative sends in a team of 2 young creatives to represent that market
- Participants must be **aged 30 or under** with at least 1 year experience in the advertising industry

Note: previous Young Lotus participants cannot participate again

**YOUNG LOTUS WORKSHOP: 2004 - 2019**

Historically, the following agency networks have hosted the Young Lotus Workshop with the sole project chairperson as follow:

- 2004 : Craig Davis**  
Regional Executive Creative Director, Saatchi & Saatchi Asia/Africa
- 2005 : Linda Locke**  
Regional Executive Creative Director, Leo Burnette Asia Pacific
- 2006 : Tay Guan Hin**  
Regional Executive Creative Director Southeast Asia, JWT Singapore
- 2007 : Chris Thomas**  
Chairman & Chief Executive Officer, BBDO Asia Pacific
- 2008 : Neil Dawson**  
Global Creative Director- Phillip, DDB London
- 2009 : Akira Kagami**  
Executive Officer & Global Executive Creative Officer, Dentsu Inc. Japan
- 2011 : John Merrifield**  
Creative at large, TBWA\ Asia Pacific, Singapore
- 2012 : Tay Guan Hin**  
Regional ECD, JWT Southeast Asia, JWT Asia Pacific
- 2013 : Spencer Wong**  
Group Managing Director Hong Kong & Chief Creative Officer Greater China, McCann Worldgroup
- 2014 : Chris Thomas**  
Chairman and CEO of BBDO Asia, Middle East and Africa,  
Chairman of Proximity Worldwide, BBDO and Proximity Singapore
- 2015 : Dick van Motman**  
Chairman and CEO, Dentsu Aegis Network Southeast Asia
- Ted Lim**  
Regional Chief Creative Officer, Dentsu Aegis Network Asia Pacific
- 2016 : Kentaro Kimura**  
Executive Creative Director & Co-CEO, Hakuhodo Kettle, Tokyo
- 2017 : Wain Choi**  
Senior Vice President & Chief Creative Officer, Cheil Worldwide, Seoul
- 2018 : Rob Sherlock**  
Chairman, ADK Global, Singapore
- 2019 : Vincent Digonnet**  
Asia Pacific Chief Executive Officer, MullenLowe Group