



**EMBARGOED TILL THURSDAY 4 APRIL 2013, 8.00PM**

**SINGAPORE BUSINESS AWARDS 2013  
OUTSTANDING CHIEF/SENIOR EXECUTIVE (OVERSEAS) OF THE YEAR  
2012**

THAM KHAI MENG  
WORLDWIDE CREATIVE OFFICER & CHAIRMAN CREATIVE COUNCIL  
OGILVY & MATHER NEW YORK

**Background**

Mr Tham Khai Meng is Worldwide Chief Creative Officer of Ogilvy & Mather and Chairman of its Worldwide Creative Council. He is the first worldwide Asian chief creative officer of any Western international holding company or global agency network. Mr Tham is also a member of the Ogilvy & Mather Worldwide Board and Executive Committee.

Advertising Age has described him as 'one of the world's most influential people in the communications business'.

Mr Tham has worked in every aspect of the business in his 32-year career. He studied at Saint Martins and subsequently at the Royal College of Art London where he took a Master of Arts in film. This led to his first job in advertising at Leo Burnett, initially in their London office and later in Chicago.

The aptitude he displayed for big brands early in his career led to his first creative

directorship at Batey Ads in Singapore where he worked on the agency's signature account, Singapore Airlines. Under his watch, the airline grew from a fledgling brand into one of the world's great brands.

He left Batey Ads in 2000 to become Ogilvy & Mather's Regional Creative Director and Co-Chairman of its Asia Pacific network. During his time there he was named Campaign Brief Asia's "Creative Director of the Year" for seven straight years, an unprecedented honor that led to his 2008 induction into the Campaign Brief Hall of Fame. In 2009, Mr Tham received The President's Designer Award from the President of Singapore.

Mr Tham has also served on the board of three Temasek Group companies between 2003 and 2005 – Singapore Cruise Centre, Singex Ventures and Singex. He was also deputy chairman of the Design Council between 2003 and 2006 and served on the National Arts Council Board between 2002 and 2004. He has also served on the URA Board from 2006 until 2009 and Singapore Land Authority from 2008 until 2009.

Mr Tham has won every major international advertising award, including Cannes, D&AD, The One Show, Clios, and London International Awards. He has also chaired the jury panels for these shows; and received numerous honours and plaudits from clients.

Mr Tham has had the good fortune of working with some of the world's greatest brands including American Express, Cadbury's, China Mobile, Coca-Cola, H. J. Heinz, IBM, Johnson & Johnson, Kraft Foods, Mercedes-Benz, McDonald's, Philips, Singapore Airlines, The Economist, Toyota, Unilever, and others. In January 2012 Cannes Lions International Festival of Creativity appointed Mr Tham as President of both the Film and Press Juries at the 59th Festival.

Commenting on his appointment Mr Tham said, "Cannes is the pre-eminent standard bearer for creative distinction in our industry. I am deeply honoured to be invited to chair the Film and Press juries and I look forward to working with some of the world's foremost creatives. Our role is not only to champion industry ideals, but to celebrate the brave ones who have deployed the highest creativity in the service of business."

Philip Thomas, CEO of Cannes Lions, added, "Khai Meng has been a big part of Cannes for a number of years now. Whether as a jury member, a speaker or simply picking up numerous Lions, his stature within the industry is undisputed. Chairing two juries is no easy task but Khai's dedication and experience will be invaluable in both leading the juries and finding the winners. We are delighted to welcome him on board again."

In 2012, Mr Tham led Ogilvy & Mather to victory at the Cannes Lions, bagging a Grand Prix, 83 Lions, and the coveted Network of the Year award for the first

time in the agency's history.

More recently, Mr Tham's counsel has been sought outside the industry. He has worked with the UN Secretary-General on Climate Change, and served on the Singapore Prime Minister's Economic Review Committee. He is a faculty member at Steinbeis University, Berlin, and a board member of Future of Storytelling, New York, and is a Fellow of the Royal Society of the Arts. He was a panelist at the World Economic Forum (WEF) in 2010 and has spoken at Advertising Week New York, Association of National Advertisers New York, Asia Society New York and at his alma mater, Saint Martins London.

After a lifetime fighting fires in the creative department, Khai now lives with his family in a former 19th century firehouse in New York City - A house that also has the distinction of being the former home of Andy Warhol.

### **Background information - 59th Cannes Lions International Festival of Creativity (17-23 June 2012, Cannes, France)**

The International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France. As the most prestigious international annual advertising and communications awards, over 28,800 entries from all over the world are showcased and judged at the Festival.

Winning companies receive the highly coveted Lion trophy honouring the most creative film, print, outdoor, interactive, radio, design, sales promotion & activation, film craft and integrated advertising, as well as the best media, direct marketing, PR, titanium and creative effectiveness ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. Close to 9,500 delegates from 95 countries attend seven days of exhibitions, screenings, as well as 57 high-profile seminars, 20 workshops and master classes presented by renowned worldwide industry leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communication.

### **About Ogilvy & Mather**

Ogilvy & Mather is the world's third-largest advertising agency with 538 offices across 126 countries and over 20,000 employees. Through its specialty units, the company provides a comprehensive range of marketing services including: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion and relationship marketing.

## **Tham Khai Meng's Career Milestones**

### **2013**

- Signed on global Huawei business

### **2012**

- On 23 June 2012, Ogilvy & Mather named the coveted Network of the Year at the 59th Cannes Lions International Festival of Creativity for the first time in the agency's history. Ogilvy won 83 Lions across all categories, including 1 Grand Prix, 12 Gold, 20 Silver and 50 Bronze.
- On 18 June 2012, Ogilvy & Mather named Most Effective Advertising Agency Network at the 2012 Effie Effectiveness index, also for the first time in the agency's history.
- Ogilvy & Mather named Network of the Year at the CLIO Awards New York for the first time in the agency's history
- Inducted as Fellow of the Royal Society of the Arts, United Kingdom
- President of the Cannes Lions International Festival of Creativity, France
- Ambassador of Design & Art Direction White Pencil, United Kingdom
- Signed on global Philips, BlackRock, Qualcomm businesses

### **2011**

- Ogilvy & Mather came second in the Network of the Year rankings at the Cannes Lions International Festival of Creativity. Thus far the highest ranking in the agency's history - until 2012 when they won the Number One spot.
- Board member of Future of Storytelling, New York
- President of the London International Advertising Festival, United Kingdom
- Signed on global SC Johnson business

### **2010**

- Panelist at the World Economic Forum WEF
- Board member of Agencies in Action New York. AANY is a non-profit organisation that helps feed the hungry in New York City
- Signed on global IHG business

### **2009**

- Became Worldwide Chief Creative Officer and Chairman, Creative Council, based in New York.
- Joined Ogilvy & Mather Executive Committee
- Worked with UN Secretary-General on Climate Change, New York.
- Received The President's Designer Award from the President of the Republic of Singapore.
- President of the Dubai Lynx International Festival of Creativity, United Arab Emirates

- Signed on global UPS business

### **2001- 2008**

- Inducted into Campaign Brief Hall Of Fame
- Campaign Brief Asia's Creative Director of the Year for seven straight years.
- Ogilvy & Mather Asia Pacific awarded Campaign Brief Asia's Creative Network of the Year for seven years running.
- 1999 Joined Ogilvy & Mather Asia Pacific as Regional Creative Director. Based in Singapore.
- Served on the Singapore Land Authority Board
- Served on the Urban Redevelopment Board
- Served on the Singapore Arts Council Board
- Helped form and served the Design Council as deputy chairman
- Presented White Paper 'Shifting Singapore's Manufacturing Economy to the Knowledge Economy' to PM Lee Hsien Loong and the Cabinet
- President of Asia Pacific Advertising Festival 2005, Thailand
- Wrote and published book, "The Ugly Duckling. A Cautionary Tale of Creativity." Book translated into five languages.

### **1990 – 2000**

- Batey Ads, Singapore, Copywriter, Executive Creative Director
- Worked on the Singapore Airlines brand
- Co-founded Asian Pals of the Planet with Ian Batey