

The Portfolio School



Learn from Singapore's top class creative directors!

March 26, 2009

How clients can learn to recognise good creative work and how to get good work out of their ad agencies

The Portfolio School has assembled some of Singapore's world class creative directors to conduct courses that will give you a sound foundation and reveal their innermost secrets to help you build your brands



Terrence Tan
Creative Director
DDB Worldwide
With a keen eye for

design and a hunger for adventure, Terrence flogged his book around the agency circuit and was hired as a graphic artist in 1983. From the humble cut-and-paste table, Terrence has risen to the top of the creative roundtable.

Over 25 years, he has worked at some of the industry's top shops, including Ogilvy, TBWA, BBDO, 10AM and M&C Saatchi. Currently, Terrence is Creative Director at DDB Singapore and is responsible for the agency's creative renaissance.

His desire for great work has won him over 300 awards – from Cannes, D&AD, One Show, Effies and the world's leading shows. In 2008, Terrence was inducted into the IAS Hall of Fame as 'Creative Director of the Year'.

These creatives have a mission: It is to bring to clients the best design, the best writing, the best communications talent for their brands.

The Portfolio School will involve you in actual creative work so that you will learn to spot the common pitfalls.

They will show you how to write clear briefs for your ad agency and their creatives and strategists to work on.



They will show you how to assess the creative work and how to be part of the team, not just an observer. How they can help you work with small tactical budgets to

get maximum effect. How to move product off the shelves in a sluggish market.

How to communicate your social campaigns to the public.

Creative Thinking & Ideas

A practical and impactful course over seven weeks, with three-hour sessions per topic on each night. Sign up now. For more information on this course, call Raphael Teh at Tel. 6221 1666 or email <raphael@ias.org.sg>



Patrick Low Y&R **Executive Creative Director**

From Ogilvy & Mather, in 1987, he joined Y&R where to this day, he has created many award-winning and memorable campaigns for brands like Toyota, Lexus, Ikea, SingTel, Epson, Ericsson, Citibank, Singapore Tourism Board and OCBC Bank.

In 2005, together with Neil French, Jim Aitchison, and Linda Locke, he was named Champion Of The Creative Circle, a rare achievement award for his contribution to the advertising industry. He was also featured in IDEAS, a book on Singapore's hottest creative directors.

In 2007, Patrick was voted Creative Director of the Year at the Singapore Advertising Hall of Fame Awards.

Despite his hectic schedule, Patrick finds time to share his experiences with students from the Institute of Advertising Portfolio School and also sits on the advisory board of Temasek Polytechnic School of Design.



Farrokh Madon McCann Erickson **Executive Creative Director**

Under his leadership, McCann Erickson Singapore also produced one of Asia's most dramatic viral campaigns. It was so successful that it was covered on prime time news of Singapore's Channel 5, Channel U & Channel NewsAsia. It was also featured in The Straits Times, Shinmin Wanbao & Lianhe Wanbao. Despite being intended for the Singapore market the campaign was so impactful, it was also featured on CNN & Fox News in the USA, Cuatro on Spanish TV and Korean & Indian TV channels. The campaign was recently ranked amongst the Top 5 campaigns in Asia-Pacific, in 2008, by Media magazine.

For the last 3 years, Farrokh has been named as one of Singapore's Most Influential Creative Directors by the Institute of Advertising in Singapore.



Koh Hwee Peng Grey Creative Director

In 2004, she was recruited together with colleague Justin Lim to head the creative department in Grey, they have grown the agency by over 300%, adding on an impressive list of blue chip clients and creative accolades as well. Hwee is responsible for the creative standards of all of Grey's clients, such as AXA, SIM, Wyeth, F&N and Wildlife Reserves of Singapore.

Through the years, her work has received commendations from the One Show, D&AD, Clio and Cannes. workinaway in the office, you can find Hwee at the driving range or peddling her rented bike along East Coast.

Copywriting - a course

How to express yourself clearly in your brief to your ad agency creative.

How to be concise and convincing about your insights about your product or message to your consumer. Contact Raphael Teh at Tel. 6221 1666 email raphael@ias.org.sg

Joji Jacob BBDO Creative Director



Joji Jacob is currently a creative director with BBDO in Singapore. He has worked with some of the best agencies in the world including Lowe, Ogilvy, JWT and DDB. Joji's work has won awards at Cannes International Advertising Awards, the One Show, D&AD, Clios, Adfest and Media Awards. He has won the Singapore Creative Circle's Grand Prix twice. He is consistently ranked among the top creatives by CampaignBrief magazine. Jim Aitchison's books "How Asia Advertises" features a campaign of his as a case study. Joji is passionate about the use of social media for building brands.

Victor Ng Euro RSCG Executive Creative Director



Victor, fresh from graduating with an Economics degree, decided that he was more right-brained. He dived headlong into advertising and joined Leo Burnett Singapore as a copywriter. He was soon named the inaugural Young Creative Of The Year at Asia Pacific Adfest, and was ranked among the Top 10 Young Guns in the world – while propelling the agency to a top-five ranking in Asia-Pacific for three straight years.

In 2006, he became the first-ever creative from Asia to work at Mother London, renowned for its diversity of world-class talent.

Victor's work has consistently won accolades at Cannes, D&AD, One Show, Clio, Communication Arts, Australian AWARD, Asia-Pacific Adfest, Media Spikes and the Singapore Creative Circle Awards; as well as Gunn Report and Campaign UK.

Justin Lim Grey Creative Director



Justin joined Ogilvy & Mather as a copywriter after obtaining his MA in Mass Communications. Very soon after, he was voted 'Best Young Writer' at the Singapore Creative Circle Awards. In 2004, after nearly a decade with Ogilvy, Justin was handpicked together with his partner, Koh Hwee Peng, to start up Grey's operations in Singapore. In four short years, they have grown the agency by over 300%, winning an impressive list of new clients and countless creative accolades. Justin's work has been acclaimed by the One Show, D&AD, Communication Arts and Cannes.

TEAMWORK



Effective advertising comes with good teamwork between the client and the ad agency

The Portfolio School will prepare executives in marketing or sales positions and civil servants, responsible for social motivation campaigns, with the tools they will need to be effective. There are many powerful tools available but only a few are thoroughly trained to use these tools. Marketing Communication and advertising in particular are often misunderstood. These courses, run by practising ad professionals, are up-to-date and sound in practice.

We recommend that you ask about these courses devised to meet the current bad economic situation:

- 1. Copywriting**
- 2. Creative Thinking & Ideas**
- 3. Art Direction**
- 4. Communication Channel Planning (Media)**