

February 27, 2014

Shinichi Ueno
President and Group CEO
ASATSU-DK INC.
(TSE 1st Code: 9747)

ASATSU-DK will present
“Co-creation” session at ADFEST 2014
“The World’s Biggest Creative Department”

ASATSU-DK INC. (head office: Chuo-ku, Tokyo; president: Shinichi Ueno; hereinafter referred to as "ADK") will present a Speaker Session with creators under the theme of 2014 program, “Co-creation” at ADFEST (Asia Pacific Advertising Festival), one of the most prominent advertising festival in Asia.

According to the theme of 2014 ADFEST, “Co-create the Future,” we will highlight Co-creation as one of the biggest trends that are sweeping the marketing industry.

ADK anticipated that Co-creation would become a major trend in marketing and, in 2011, we partnered with eYeka, a global market leader in crowdsourcing. ADK was the world’s first advertising agency that seriously integrated Co-creation and crowdsourcing into its business. It became a hot topic across the industry.

In this year’s ADFEST, we will hold a Speaker Session called, “*The World’s Biggest Creative Department*” with Toru Fujii, Senior Creative Director at ADK who has been promoting collaborative project, Joël Céré, Global Director of Insight & Innovation at eYeka, and Rob Sherlock, a renowned Creative Consultant who has jury experiences of numerous international creative festivals, such as ADFEST, One Show, Cannes Lions, Spikes Asia, etc. They will talk about new, inspiring relationships between brands, agencies, and creators, as well as how the advertising industry is transforming from creation to curation, through actual case studies.

What is Co-creation/crowdsourcing?

Co-creation is about involving consumers not only as a source of insights but as a source of ideas. Crowdsourcing is a way to “co-create” by posting challenges for a “crowd” to solve. It is mostly done online in the form of online competitions with prizes for the best ideas. 72 of the world’s largest brands are already crowdsourcing their marketing challenges to consumers. In Japan, “Katte CM” is a growing trend where consumers create a commercial of their own initiatives for the brands they like and post them on video platforms such as YouTube. Many of these were commended by brands and agencies for their quality and creativity.

In the social media age, consumers want to collaborate with brands for the creation of products and marketing campaigns. Successful brands are not only “love brands” but brands that offer consumers something they want to participate in.

<“Co-creation” Session Outline>

Venue: PEACH (ADFEST Venue), Royal Cliff Hotels Group

Time & Date: 18:00 - 18:45 on March 8, 2014

Speakers: Toru Fujii (Senior Creative Director at ADK)

Joel Cere (Global Director of Insight & Innovation at eYeka)

Rob Sherlock (Creative Consultant)

*Held at Peach seminar room in ADFEST venue

<ADFEST General Outline>

Official Name: Asia Pacific Advertising Festival

Objective: To raise the standard of creative excellence in the region and encourage & celebrate the uniqueness of each local culture through the showcase of the best advertising and production work in the region and the seminar sessions by renowned speakers from all over the world.

Operational Organization: Non-profit organization, ADFEST Committee (Thailand)

<ADVEST 2014 General Information>

Period: March 6 – 8, 2014

Venue: PEACH (Pattaya Exhibition and Convention Hall) in Pattaya, Thailand

Official website: <http://www.adfest.com>

<Profile of Speakers>

Toru Fujii

Senior Creative Director/Copy Writer at ADK

During the time after the big earthquake and TSUNAMI disaster in Japan, Toru Fujii has risen to the position of a remarkable Creative Director through his historic campaigns for revitalizing Japan.

“Rebuild Japan” for Takarajima Publishing is highly recognized as the most influential press campaign which gave him almost all the awards in Japan. “Messages from Fukushima” the first major effort by Fukushima Prefecture following the nuclear disaster is Toru’s favorite work where he has shown the reality to the world. “Stand for Japan” which gained the Co-creation Award 2012 is a social campaign where he started trying to innovate creative procedures in his agency. Sharing a fabulous showcase from his own experience, he has been igniting the new ways of obtaining fresh insights and ideas.

He also has been energetically serving on a jury for numerous global competitions such as Cannes Lions Festival of Creativity, New York Festivals, ADFEST and MENA Cristal Festival for these years.

Joël Céré

Global Director, Insights & Innovation

Joël leads eYeka’s global strategy offer, harnessing the collective creative power of an online community of 270,000 creators to help leading brands innovate their marketing and communication. He has 14 year experience leading international digital, innovation, PR and marketing programs for leading FTSE100/F500 companies.

A former EMEA Vice President for public relations agency Hill & Knowlton, he led the development of the firm’s social media practice in Europe, Middle East and Africa, voted as Europe’s best in the 2004 Holmes Report. Joël also led global change management programs for media agency Aegis, was lead brand strategist for advertising agency Bates 141, managed the financial, healthcare and consumer goods practice and the strategic planning offer for agency Grey Interactive in the UK and co-founded one of

Singapore's first digital communication agency as well as a social shopping venture in California. Joel holds a MBA from the London Business School.

Rob Sherlock

Creative Consultant

Rob is a globally experienced leader in advertising and creativity, focused on transformation, collaboration and growth. He's an avid self-innovator and seriously fascinated by what's next.

He was Regional Creative Director of FCB Asia Pacific, moving on to become Chief Creative Officer of Draftfcb Chicago, leading the 1300 person office through 3 years of unprecedented growth.

Rob has a proven background of cross-cultural change management and is passionate about co-creation having chaired the first co-creation forum at the Spikes in 2011 and working with eYeka to help define their global positioning and growth.

His belief is that single source solutions are myopic & limiting and that the agency is no longer the epicenter of creativity – they need to be the conduit, curator and gatekeeper.

Past global board member of FCB and founder and partner of the design-based lifestyle brand Benares, Rob has also been jury chairman, judge, winner and presenter at most industry creative festivals including Cannes, One Show, Spikes, ADFEST, Cristal, & Kam Fan. He is past chairman of the Hong Kong 4As Creative Committee and Chicago Creative Circle.

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