

THE WORK 1

PRIVATE VIEW CREATIVE

Doug Schiff

ECD

OgilvyOne China



My phone's Beijing pollution app is always on, providing short, painfully honest descriptions of the air quality here, along with numeric readings on the coal particles we're breathing. Let's see if the choice of succinct air quality descriptions can work on the quality of the work sent over.

Australian Customs (3) Sri Lankans throw away hard-earned money for a chance at a better life abroad, but end up swindled and likely sent back home after losing their life's savings. This certainly answers, if not mimics, the brief. But for such an emotionally charged subject it could have reached deeper. Feeling generous, the reading just barely says: Acceptable

JAXA (2) As command for the International Space Station just passed over to the Japanese from Russia, they've created a virtual tour. The 'Mission Mode' is OK, but after it's over you get a view circling the planet, as if you're looking out the Station window at 400km above Earth. Which makes it: Good

AIS (6) Thailand's largest telco gave some New Year's fun to families with a voice-activated horse race. And the Thais definitely deserve to get their smile back: Acceptable

Kratingdaeng (4) Indonesian film star Joe Taslim plays the kung-fu fighting glam-hero in a well-shot but cliché-filled spot that becomes overly suffocating when the director yells 'cut': Moderately polluted

Carefree (5) Research says women avoid talking about their periods as much as men avoid watching advertising about women's periods. So, since I looked the other way: Beyond index

Lipton (1) A great positioning, especially as Lipton dominates the category. Walking through an entertainingly uncivilized NYC, Miss Piggy asks Kermit, "How do you cope with all these animals?" Handing her a Lipton, Kermit answers, "Just be more tea." She chugs some, calms herself and somehow you can't help but like it. It's the start of something big and lasting. I can breathe again: Excellent

► See the work at Campaignasia.com/privateview



1 Lipton... "a decent attempt at a brand tie-in and, well, it's the Muppets" (PS)



3 Australia Customs... "it could have reached deeper" (DS)

1 Be More Tea
Client Unilever
Brand Lipton
Creative agency adam&eveDDB
Copywriter Patrick McClelland
Art director Feargal Ballance
Planner David Golding
Exposure Television

2 Project: kibo360°
Client JAXA
Agency Dentsu Tokyo Japan
Creative Director Kenji Oda
Art Director Masaharu Kurosu
Copywriter Kazuomi Goto
Agency Producer Jocelyn Cambria
Technical Director Takashi Kasai
Exposure Interactive app



4 Kratingdaeng... "screams all

3 Salli Wathure
Client Australian Customs & Border Protection Service
Creative Agency TBWA\TAL Sri Lanka
Chief Creative Officer Subhash Pinnapola
Creative Directors Lanil Peiris/Mario De Soya
Art Director Shiven Wikramasekara
Copy Writer Dilan Herath/Chaminda Molligoda
AV Manager Kasun Pathirana
A/V Executive Tharindu Deshapriya
Client Service Director Gowrie Indrarathne
Client Service Manager Pandula Dassanayake
Exposure television, radio, outdoor, leaflet and ground activation



2 JAXA... "I'm crying out for more content" (PS)



style, no substance" (PS)

4 Kratingdaeng
 Client PT Asia Sejahtera
 Agency Bates CHI & Partners
 Indonesia
 Director Jon Gwyther
 Executive Creative Director
 Hendra Ilesmono
 Producer Clarissa Adinegoro
 Senior Art Director Audy Utama
 Senior Copywriter Izzat zulhijman
 Executive Producer Rob O'Hare
 DoP Jon Gwyther
 Account Director Berty Agustini
 Agency Producer Keumala Dewi
 Exposure Television



5 Carefree... "I looked the other way" (DS)



6 AIS... "the Thais deserve to get their smile back" (DS)

5 Be Real
 Client Carefree
 Agency DDB Sydney
 Creative Director Jen Speirs
 Art Director Nadia Ahmad
 Copywriter Julia Spencer
 Planning Director Paula
 Bloodworth
 Managing Partner Kate Sheppard
 Senior Account Director
 Sarah Quinn
 Account Manager Nina Godinho
 Exposure Television

6 HeeHee Happy New Year
 Client AIS 3G 2100
 Agency JWT Bangkok
 ECD Satit Jantawiwat
 Creative Director Chanatthapol Tiensri
 Art Directors Satit Jantawiwat,
 Nattakorn Samintharapunya,
 Boonsom Yanakij, Kunanun
 Manusutthipong
 Copywriters Chanatthapol Tiensri,
 Warunyoo Sorasetsakoon
 Account Director Chantana
 Chaowichitra
 Designers Natchayakorn Choatsiri-
 Adirut, Satapond Wiwatarangkul
 Production Designer
 Keatnapin Sobhinnon
 Exposure Outdoor

PRIVATE VIEW CEO

Peter Scott

CEO
 The Engine Group



These six pieces are all very different, but one thing that could link them together is that they all seem to have either style or substance, but not both...

Australian Customs (3) has some substance. It's a nice thought on trying to halt illegal immigration, but it's created in quite an underwhelming way. No style to it, so it struggles to capture the imagination. Isn't it all a bit upbeat for an issue so severe?

Carefree (5) This is a campaign run off the back of some very important and interesting research. It's got substance. But style? Again, the execution is a little weak, and what could have been a great thought executed very cleverly is an opportunity wasted.

JAXA (2) This is an interesting approach, and Gyro Control offers brilliant possibilities. But while this is very stylish, I'm crying out for more content, craving that little something extra to take this campaign to the next level. Quite simply, I want more substance as well as style.

Kratingdaeng (4) This screams 'all style, no substance'. It smacks of a creative team given a huge budget to do something they've always wanted to do. Yes, let's blow shit up! Let's do cool stuff! Let's get a big celebrity? Oh yeah, we'd better get the product in there at the end too...

AIS (6) Owning 'happiness' is quite a risky approach, so it's never going to be mind-blowing, but it's a sweet idea that is a few minutes of fun. But is there enough style and substance for it to be remembered past New Year's Day?

Lipton (1) Finally, something with a little bit of style, little bit of substance. The 'Be more X' approach is nothing new, but still resonates and it sort of works. But it's still nicely executed, it's a decent attempt at a brand tie-in (we all know how bad these can be) and, well, it's the Muppets.

So no award-winners this month. Some fair attempts, but nothing that's completely cracked the code. The search continues...

GET YOUR WORK INTO PRIVATE VIEW

Interested in having your campaigns reviewed? Send submissions in the form of mpegs, high-resolution jpeg files (print, posters and screen grabs) to: david.blecken@campaignasia.com