

Antony Young is Spikes Asia media jury president

SINGAPORE: The Spikes Asia Media Jury, which awards excellence in media strategy, planning and execution, will now be chaired by Antony Young, formerly CEO of Optimedia US, incoming CEO Mindshare North America.



Young takes over from Mark Patterson, CEO of GroupM Asia Pacific, previously announced as media jury president, who has had to withdraw due to unforeseen work commitments.

A Chinese New Zealander, Antony Young spent seven years working in Asia, initially as regional media director at Saatchi & Saatchi based in Hong Kong, after which he was appointed CEO of Zenith Media Asia launching the media agency network in 1996 and leading its roll out across the region. While under his leadership, Zenith Media was twice named Media Agency of the Year and picked up one of Asia's first ever Cannes Media Gold Lions.

In 2003, Antony transferred to London as CEO of ZenithOptimedia UK, during which time he was acknowledged by *Mediaweek* magazine as one of the top 25 most influential executives in UK media. In July 2006, he relocated to New York to take the reins at Optimedia US. Antony will become CEO of Mindshare North America, a role he takes on in October this year.

Antony has authored two books: *Profitable Marketing Communications and Brand Media Strategy*, a book that provides insights into communications planning in the digital age.

"We are delighted that Antony is able to come onboard and chair this year's Media jury, a group of very talented media professionals, with in-depth knowledge of how best media works in Asia-Pacific," said Terry Savage, Chairman of Spikes Asia. "Antony is a natural leader and a forward-thinker who has worked in different territories around the world and fully understands the cultural nuances of the region and the ever-changing media landscape," he continued.

Commenting on his chairing role, Young says, "Asia Pacific is a hot bed for media creativity and innovation. We look forward to discovering the region's best."

Media jury

Antony Young, formerly CEO of Optimedia US, incoming CEO Mindshare North America, USA - jury president

Adam Ferrier, global head of Behavioural Science, Naked Communications, Australia

Anita Nayyar, chief executive officer - India and South Asia, Havas Media, India

Jeffrey Seah, CEO, South East Asia, Starcom MediaVest, Singapore

Kaoru Matsui, managing director, UM Japan, Japan

Leela Nair, managing director, Mindshare, Singapore

Ray Wong, chief executive officer, PHD, Hong Kong

Seth Grossman, managing director, Carat China, China

Judging will take place in Singapore in September. The winners will be revealed on 20 September. To submit entries, to register to attend or for more information on Spikes Asia 2011, go to www.spikes.asia.

Spikes Asia is jointly organised by Cannes Lions International Festival of Creativity and Haymarket.

Key dates

Entries now open

Entries deadline extension: 12 August 2011

Delegate registration now open

Festival Dates: 18-20 September 2011

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