

# MARTIN LOH

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## Experience

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**Dec '18 – Aug '23**      **Wunderman Thompson**  
**Associate Creative Director**

I joined as co-lead for the year-long Singapore Bicentennial campaign and later jointly led Omne (part of FWD insurance) and HSBC Premier, the largest segment of the HSBC business. Over two years, we guided Premier through a soft rebranding, repositioning it as a future-facing and progressive bank.

**Feb '15 – Nov '18**      **Publicis Singapore**  
**Creative Group Head**

Led the Audi creative team for a year, significantly improving the creative scores after a period of average performance. I also jointly led the AXA account, developing several brand and product campaigns. I moved to the P&G regional team after a year, working on Vicks, Fairy and Head & Shoulders.

**May '13 – Jan '15**      **Ogilvy & Mather / OgilvyOne Singapore**  
**Senior Copywriter**

I was initially in Ogilvy Advertising, where the focus was very much on new business, and later moved to OgilvyOne to work on the Singtel account after pitching for and winning the business.

**Sep '10 – Apr '13**      **TBWA \ Tequila Singapore**  
**Copywriter**

I started out in Tequila, before crossing over to TBWA to focus on integrated work. Accounts handled include Corona, Singapore Airlines, Visa, Lexus, Okamoto, Scoot and Michelin. Represented the Singapore office in Paris as part of a multi-team SWAT for a global Niquitin rebranding effort.

**Aug '07 – Apr '10**      **XM Asia-Pacific**  
**Copywriter**

Worked on local and regional accounts including Singapore Tourism Board, MasterCard, Hewlett-Packard, Tiger Airways, Sony and Diageo, with most of the work in the digital space.

**Sep '03 – Jun '07**      **Solé Digital, DraftFCB Singapore**  
**Account Servicing**

I started out as an account executive in two agencies before making the switch to creative. Notable accounts worked on include Motorola, Hewlett-Packard, Nokia, Dockers, ValuAir and BBC.

## Achievements

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**2023 HSBC Futureverse**

Markies: 2 Gold, 1 Bronze

Mobex: 2 Gold, 1 Silver, 1 Bronze

Effies Singapore: Silver

**2020 SBO: Recasting Our Colonial Past**

Gong Awards: 1 Gold, 1 Silver, 3 Bronzes

Markies: 2 Silvers

**2018 Vicks PH: Learning to Love**

Spikes Asia: Bronze

**2016 Audi SG50: A Drive Back in Time**

Markies: 4 Golds

Mobex: 4 Golds

MEA: Gold

**AXA True Protection**

Markies: Gold

MEA: 1 Gold, 2 Silvers, 1 Bronze

**2014 Coke: Happiness from the Skies**

Clio: Finalist

**2012 Okamoto Freedom Project**

Cannes Lions: 2 Finalists

Spikes Asia: Bronze

**2010 HP TouchSmart: Wake Up Your Feelings**

Cannes Lions: Finalist

New York Festivals: 1 Silver, 1 Bronze

## Education

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**Curtin University of Technology** | Bachelor of Commerce

**Catholic Junior College** | GCE 'A' Levels

**St. Joseph's Institution** | GCE 'O' Levels