

POH Hwee Beng

Executive Creative Director, China, DRAFTFCB

If Mr. & Mrs. Poh Ah Ching didn't move from Fujian to Singapore at the beginning of the last century, there would be no Hwee Beng. She operates on solar power but prefers to live in a place where the temperature doesn't stay still at 35 degrees Celsius. So at the end of the last century Hwee Beng uprooted herself to Hong Kong, and at the beginning of this new century, she moved to the motherland of her grandparents: China.

Grandma used to say that back in China, she could only farm for 6 months out of the year due to the cold weather. She would really understand the fact that being in advertising in China is like farming in Singapore: working 365 days a year, 7 days a week.

Grandma doesn't farm anymore. Hwee Beng is still in advertising. Sweating over her fruits of passion, in this fertile land.

傅慧明

DRAFTFCB 中国区执行创意总监

上世纪头，傅公公和傅婆婆从福建漂到新加坡；几十年后，傅慧明在那片南洋乐土上出现。新加坡的太阳很好，足够让傅慧明健康长高，每天 35 度的气温却有些沉闷。所以傅慧明在上世纪尾去了香港，又在这世纪头回到了祖父母的老家：中国。

傅婆婆说，中国老家的冬天太冷，一年只能种六个月的田，不像新加坡。傅慧明说，在中国做广告像在新加坡种田，一年要劳动 365 天，一星期七天没得停。

傅婆婆不种田了。傅慧明还在做广告。在这片广大的肥沃土地上，流汗。