

Edmund CHOE

Executive Creative Director - Saatchi & Saatchi Greater China

Edmund has been with Saatchi & Saatchi since 1991.

The first 9 years were spent at Saatchi & Saatchi Singapore handling accounts that include P&G, Sony, Hewlett Packard, The Singapore Navy and Toyota.

The work on these accounts garnered many creative accolades for the agency. Which eventually resulted in Saatchi & Saatchi Singapore attaining the acclaimed Ad Age Agency of the Year award in 1997.

In 2001, Edmund moved to Malaysia, to take up the post of Executive Creative Director where he not only played a lead role in re-building Saatchi & Saatchi Malaysia from scratch, but creatively putting it on the map.

Within 18 months they had won a D&AD Silver Pencil Nomination for a Toyota TV spot. Under his guidance, the agency produced some of the most popular work for Toyota in Asia, which not only made it into award annuals but also the catalogues of DVD street vendors!

Edmunds creative vision resulted in Saatchi & Saatchi Malaysia being named Agency of the Year four times. Its highly innovative work includes an interactive campaign for Mead Johnson that helped young Asian mothers overcome traditional taboos, and a cartoon series for Cheezels (Danone) that beat the ratings of Spongebob Squarepants!

In 2005, he took on the role of ECD Indonesia as well. Under his creative leadership, Saatchi & Saatchi Jakarta went on to win Indonesia's Agency of The Year in 2006.

In 2008, he was given the creative rein of Greater China and made a member of the Worldwide Creative Board.

Edmund is one of the most awarded creative directors in Asia, with many regional and international accolades - including 15 Cannes lions.