

Anita LEUNG

Head of TV Production – Leo Burnett Greater China

I always had a deep interest in advertising, it fascinates me how it affects the society we live in. Ever since I decided to take education in related subject, it rewarded me a Higher Certificate of Communication Design in HK Polytechnic in 1985.

Right after, I immediately joined Wong Lam Ayer (now Saatchi & Saatchi after the merge) as personal assistant to James Wong, one of the most well known creative people and the company boss by that time, for 2 years. By 1987, I decided to take another role as TV Producer with all support and guidance of James Wong for another 2 years.

In 1989, I have taken the opportunity to work in another agency JWT which I have spent nearly 10 years. And I was promoted to be the Head of TV Productions since 1991, to manage the TV production department with 7 TV producers to work under my supervision.

By 2000, I was invited to join Leo Burnett Ltd. being Director of TV Services, mainly to take care of McDonald's account. When McDonald's Client moved to China by 2003, my accounts to handle shifted to other brands like CSL, HSBC, Prudential, Ferrero, Cheung Kong, Just Gold, etc., also to support LB BJ office on some major brands like Li Ning, Mengniu Milk, China Telecom, as well as Wrigley for LB GZ for about 2 years.

In mid 2008, my role as the head of TV Production expands to cover not just Hong Kong but Greater China.