



CALVIN SOH
PUBLICIS ASIA
Vice-Chairman, Chief Creative Officer-Asia

Calvin has been with the Publicis Groupe for 12 years.

He joined Saatchi in 1996. In just two years, his award-winning campaigns for Toyota, Hewlett Packard, Lexus, Visa, CapitalLand, and the Republic of Singapore Navy helped make Saatchi Singapore Ad Age's Global Agency of the Year 1998, which was the first time a Singapore agency beat illustrious agencies in London, NY, South Africa, and Europe.

Calvin has worked in Vietnam, Hong Kong, Malaysia, Tokyo, and Philippines on Pan-Asian and local accounts. He's been featured among the "Top 50 Singaporeans" in the national papers.

Calvin was ranked No. 1 in Asia 2000 by Campaign Brief and has been in the top three for four consecutive years. Calvin decided to seek a new challenge outside Asia and was heavily recruited by U.S. agencies before deciding to join Fallon New York in late spring of 2000. Calvin has worked on Fortune 500 companies like EDS, United Airlines, Johnson's Control, Citibank, Timberland, and new business pitches in both New York and Minneapolis.

Calvin returned as President and Creative Director and set up Fallon Asia (Singapore and Hong Kong) in 2002. Within the first year, Fallon was a ranked top ten creative network.

Calvin has won over 400 international, regional and local creative awards. Rare Golds and silvers at One Show, Gold and silver Cannes Lions, Adfest, Spikes at Media, Silver Nomination and commendations at D&AD, Communications Arts, Best of Show Singapore Creative Circle and numerous other regional shows.

In 2007, Calvin was given the additional role of Vice Chairman and Chief Creative Officer for Publicis Asia. Publicis Singapore won a Cannes Gold Lion for Nike and a silver Lion each for India and Thailand. The year ended with Publicis Asia voted by Media magazine as Asia's second most creative and the network to watch for 2008.

Calvin was a marksman and sergeant in the 35th Battalion Singapore Combat Engineers, Amphibious Bridging Brigade. He is at the beck and call of his wife Arlette, son Dylan, daughter Ava and JR, the Jack Russell Terrier. Together, they've trained Calvin well.

In terms of accolades at Fallon, he's won silvers at One Show (Time Magazine), a silver nomination at D&AD, (MTV) Cannes finalist, Best poster for Asia and gold and silvers at AdFest (VW) and HK4As Gold (United Airlines). His campaigns for Toyota, Hewlett Packard, Lexus, Visa, American Express, Qualcomm, and the Republic of Singapore Navy have won Gold and Silver Pencils in New York's One Show, Lions in Cannes, Silver nominations and commendations in London's D&AD, Communication Arts, and top honors at Asian regional shows.