



CC Tang
Co-Chairman/Chief Creative Officer,
North Asia
EuroRSCG Worldwide

邓志祥

北亚区联席董事长、创意担当

CC started his advertising career with Ogilvy in 1980 as an apprentice.

1980年，作为一名学徒，CC在Ogilvy开始了广告生涯。

In 1985, Bates offered him to run a creative group. Then Synergie (prior its merger with EuroRSCG) employed him as Associate Creative Director working under its founder Mike Chu.

1985年，CC应Bates公司之邀，任创意组长领导其中一个创意团队。之后在Synergie（与EuroRSCG合并之前）创始人Mike Chu召唤之下，CC加盟担任副创意总监。

In 1995, he took the opportunity to co-run FCB Taiwan and gained experience of the Taiwanese market.

1995年，他到了台湾，联合管理当地的FCB，取得了台湾市场经验。

In 1998, CC re-united with Ogilvy as Executive Creative Director, Greater China, based in Hong Kong.

1998年，CC重回Ogilvy，担任大中国区执行创意总监，坐镇香港。

2001 marked a change. CC moved to Ogilvy Beijing to oversee Greater China region and was responsible for the launch of Motorola's MOTO campaign.

2001年标志了一大转变，CC调任北京统管大中国区工作，同时负责开拓摩托罗拉MOTO活动。

He joined DDB in 2002 as Head of Creative, Greater China.

2002 年，CC 加入 DDB 为大中国区创意担当。

In 2005, he took a break and taught advertising at the School of Design, Polytechnic University of Hong Kong.

2005 年，CC 暂休，在香港理工大学设计学院教授广告。

CC has won numerous awards, and has judged local, regional and international shows, such as Cannes 1996.

在其从业生涯中，CC 获得了无数的奖项。并曾在本土，地区和国际的多项广告大赛中担任评委，如 1996 年的嘎纳广告节等。

He was a village boy, an art student, a band member and a typical hippie prior to his professional life as a writer.

在文案工作之前，CC 是一名村童，也是个美术系学生、乐队成员和典型的嬉皮士。

He has joined EuroRSCG Worldwide since March 2009.

2009 年 3 月，CC 正式加入灵智传播集团。