

GRAHAM KELLY

Regional Creative Director

Ogilvy Interactive

Graham graduated with a Chemistry Degree from Edinburgh University in 1982. This proved a surprisingly good preparation for his first job in advertising - copywriter for a Dutch business-to-business agency specialising in the chemicals industry.

Realising that doing ads for consumers was a bit more fun than writing for chemical engineers, Graham joined a mainstream agency that did both advertising and direct marketing.

After four years in Holland Graham moved to Singapore, joining O&M Direct as a copywriter. Approximately 3 years later he moved "above-the-line" with O&M. He then progressed to Creative Director, first at Leo Burnett Singapore, then TBWA Singapore.

In July 2000, he joined Ogilvy Interactive as Regional Creative Director, Asia-Pacific.

Graham's interactive work has been awarded at international shows such as the One Show Interactive, Cannes Cyberlions, Clio Interactive and Communication Arts.

His print and TV work has been awarded at shows such as: The One Show, Clios, Cannes, Communication Arts, Media Awards and Asia-Pacific Adfest.

He has also won a cross-section of all the major DM awards: Echos, Caples and the Asian Direct Marketing (ADM) awards, including "Best of Show" for the Gorillaz SMS campaign at the ADM 2002 awards.

As such, he is the one of the few creatives to have achieved international recognition across all media.

Graham's recent judging experience includes being on the jury for One Show Interactive and Clio Interactive. He was worldwide Chairman for New York Festivals, New Media awards 2002.