

Gary Caulfield

CREATIVE ENTREPRENEUR



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Creative Entrepreneur

D.O.B: 18 March 1965
AUSTRALIAN

Languages:
English, Bahasa Indonesia

Gary Caulfield is truly a creative entrepreneur.

He not only runs Arcade Indonesia as both CEO & ECD, he is an original Co-Founder and built the agency in Indonesia from the ground up.

Before Arcade, he began a successful career in Australia before embarking on his dream to work and live overseas, venturing into the exciting and diverse new world of Asia in the mid 90's. He held the title of ECD (Executive Creative Director) in the some of the world's biggest multi-national advertising agencies; namely Ogilvy, Leo Burnett, Lowe & DDB.

During his time in Asia he helped build some of the world's most successful and iconic global and local brands, including:
IKEA, Singapore Airlines, Coca-Cola, Unilever, Nestle', McDonald's, Acer, Asics, Mercedes Benz, Heineken, Cadbury, MasterCard, Telecom, Honda, Castrol, Pizza Hut, Levi's, L'Oreal & Disney, to name just a few.

*He has won multiple awards
both internationally and locally on his client's behalf.*

Today, Arcade Indonesia is his latest and greatest passion. Built from quite literally nothing in just under 5 years, Arcade Indonesia is not only one of the 'hottest' but one of the fastest growing boutique style agencies in the world, with over 45 clients and 100 staff.

Resume →

Resume

GARY CAULFIELD

2014 – 2018

ARCADE,
INDONESIA

Co-Founder, CEO & Executive Creative Director

ACCOUNTS

IKEA, Coca-Cola, Unilever, Nestle', McDonald's, Arnott's, Heineken,
WeChat, Snickers, Jetstar, PHD, Grab, Calbee Wings & Suntory

ACHIEVEMENTS

- Built an agency from scratch to over 45 clients & over 100 people in just over 4 years!
- Created one of the fastest growing boutique ad agencies in not just Asia, but the World
- Launched IKEA into the Indonesian market for the very first time
- Created a record 20% sales increase across 48 Unilever brands in just one month
- Retained a consistent 'New Business' winning average of over 60%
- Won multiple MMA Mobile Awards including 'Best of Show', Gold's, Silver's & Bronze's
- Won Multiple FAB Awards in London, the first 'Digital Agency' in Indonesia ever to do so
- Special YouTube Ad Leaderboard Award for reaching over 71 million views!

2012 – 2013

McCANN,
INDONESIA

ECD - Executive Creative Director

ACCOUNTS

Coca-Cola Indonesia (Coke, Sprite, Fanta & Frestea), PHD (Pizza Hut Delivery),
L'Oreal, Maybelline, Nestle', TATA Motors, L'Oreal, Cathay, MasterCard, Cussons,
Imperial Leather, Mentos, Pfizer, Acuvue, Intel, CIMB Bank, Darlie

ACHIEVEMENTS

- Rebuilt & Restructured the entire Creative Department from scratch
Obtained not only the best ever client evaluation for McCANN Indonesia from the
- Coca-Cola client, but also for the entire Region!
- Unprecedented 80% New Business record & success rate!
- New Business wins for; TATA Motors, Coca-Cola, Frestea, CIMB, Unilever, Perfetti Van Miele, Pfizer, & Acuvue
- Agency experienced a 24% Revenue growth in my first year, whereas all the previous 5 years were at a major loss, apart from only a 14% increase in 2009
- Able to produce work of a high enough quality to be entered into Cannes & even Local
- Awards shows for the very first time in over 5 years!

Resume

GARY CAULFIELD

2003 – 2011

OGILVY & MATHER,
INDONESIA

Executive Creative Director of Ogilvy Advertising & Ogilvy '360' Group

ACCOUNTS

Unilever (Pond's, Dove, Molto, Calbee), Coca-Cola (Sprite, Fanta, Sprite Ice, Schweppes), Motorola, DHL, American Express, Kimberley Lever (Kotex, Huggies), Levi's, Nestle' (Milo, Dancow), Toshiba, OTG (Oral Care, Peanuts & Noodles), A Mild, Hexos and VW

ACHIEVEMENTS

- 'Most Awarded Agency' in Indonesia under my guidance, 'Locally', 'Regionally' & 'Internationally'.
- ADOI 'Agency of the Year' in 2008, 2007, 2006 & 2004 (No award show in 2005).
No other agency ever won 2 years in a row, let alone 3!
- ADOI 'Best of Show' winner in 2006 & 2004.
- Citra Pariwara 'Best of Print' 2009.
- Cannes Finalist 2005 (First Indonesian agency ever).
- 5 Cannes Finalists in 2011 (5 x times 2005 amount).
- Very 1st ever Regional & International 'Metals' in 2010.
- AdFest Finalist in 2010, 2007, 2005 (twice) & 2004 (Most of any agency in the time I have been here).
- 'THE WORK' inclusions in 2004, 2005, 2006, 2007, 2008, 2009 & 2010 only agency to do so for 7 years running.
- Unprecedented 5 acceptances in 2010 for 'THE WORK'.
- 2nd highest acceptances of any Ogilvy Regional office.
- 18 total acceptances. Next closest JWT with only 7.
- WPP Worldwide reel inclusion, selected by Neil French.
- Retained 'Buavita' business for 'Bates' as WPP agency.
- London Internationals Finalists 2004, 2005 & 2007
(Most of any agency in the time I have been here).
- 'Bronze' LIAA winner, very 1st time in Indonesia in 2010.
- Promoted sole ECD role of Ogilvy Indonesia in 2006.
- Creative Director responsibilities for Ogilvy One in 2006.
- Won 1st and only ever 'Digital' pitch for Ogilvy One.
- Successfully manage creative department of 36 people.
- Remained 'stable' member of Senior Management here (4 'Country Heads' and 6 Managing Director's in 7 years).
- New Business Wins with Creative Pitch for: VW, Toshiba, OTG, Sprite Ice, Calbee, Mizone & SunLife.
- Won 1st ever pitch for WPP sister agency 'Soho Square'.
- Promoted Ogilvy '360' Group ECD in 2008.

Resume

GARY CAULFIELD

2001 – 2003

BATEY ADS,
SINGAPORE

Global Creative Director Singapore Airlines/Group Head

ACCOUNTS

Singapore Airlines, Sin Sales (Singapore Airlines Retail), EZ Holidays,
Mercedes Benz (F1), Silk Air, Imperial

ACHIEVEMENTS

- Successfully rebuilt the Creative Reputation and Premium Image of Singapore Airlines after the tragic crash in Taiwan as well as rebuild an entirely new agency Creative Team from scratch as the result of the self imposed SIA curfew on all advertising after this incident.
- Single handedly launched Chicago as a new destination by Directing the TVC and supervising and Art Directing all location photography for all posters and launch material.
- Maintaining the Premium image of Singapore Airlines during an extremely difficult period that saw incidents such as September 11 and SARS severely impact the airline industry in Asia and around the World.
- New Business Wins with Creative Pitch for: Mercedes F1, EZ Holidays, Silk Air

1998 – 2001

LEO BURNETT,
TAIWAN

Creative Director/Global Creative Director Acer Computers

ACCOUNTS

Acer Computers, Heineken, Coca-Cola (Sprite, Nestea, Powerade, Minute Maid), Phillip Morris (Marlboro, Virginia Slims, L&M), Johnnie Walker, P&G (Vidal Sassoon, Pert, Max Factor, SK-II), Kellogg's, Disney, Hennessy, Cartier, Konica, Ferrero, Daihatsu, Wyeth, Fiat, Tiger Beer (LB Vietnam), Longbeach (LB Jakarta).

ACHIEVEMENTS

- New Business Wins with Creative Pitch for: Daihatsu, Konica, Ferrero, Tiger Beer & Colonial Mutual (Vietnam), retaining Phillip Morris business for Jakarta office with Longbeach pitch. And most significantly, winning Acer Computers Globally for the Taiwan office as the only piece of IT business held by any Leo Burnett office in the world. Awarded at New York Festivals.
- Awarded at and London Internationals. Silver Awards for Print work at China Times Awards. Asia Pacific Awards for Print.
- Successfully managed a Creative Department of 28 people. Personally received the first ever Leo Burnett 7+ Creative Excellence Award for the Taiwan office. Proceeded to win another two 7+ Awards. Also awarded Internationally at Cannes.

Resume

GARY CAULFIELD

1996 – 1998

AMMIRATI PURIS LINTAS,
INDONESIA
Creative Director

ACCOUNTS

Pizza Hut, Electrolux, Isuzu, Johnson & Johnson, Nestle' (Polo, Kit Kat, Smarties, Fox Candy), Sharp, Wrangler, Pennzoil, Acuvue, Carefree, Shower to Shower, Accor Hotels (Ibis, Sofitel, Mercure), Hewlett Packard, Rothman's International (Dunhill, Kansas), KIA Tiles, Indomilk.

ACHIEVEMENTS

- New Business Wins with Creative Pitch for: Nestle' (Regional Account), Pizza Hut, Rothman's International, Hewlett Packard.
- Awarded at New York Festivals for Print & Television in 1996 and 1997 showing immediate results to raise the agency creative standard on the International stage.
- Successfully managed a creative department of 18 people. So much so, I was offered the role as Executive Creative Director of both agency operations in Indonesia.

1994 – 1996

LDB LINTAS,
SRI LANKA
Creative Director

ACCOUNTS

Carlsberg, Tandem, Daewoo, Oberoi Hotel, Unilever (Astra, Sunlight, Signal, Royco, Surf Ultra, Rexona, Lifebuoy, Rinso, Brut, Vim, Fair and Lovely, Bru, Clear), Ceylon Brewery, Datamini, Red Cross, FM 99, Celltel, Commercial Bank of Ceylon, Union Assurance, Reynolds Pens, CIC Paints, Digitek, Bank of Ceylon, Patton Razors, Ceylon Soft Drinks, Farm Trust Milk, Trans Asia Hotel, Casino.

ACHIEVEMENTS

- New Business Wins with Creative Pitch for: Carlsberg, Daewoo, Oberoi Hotel, CIC Paints, Tandem, FM 99, Celltel, Commercial Bank of Ceylon, Digital.
- Awarded at London Internationals uplifting the creative profile of not only the agency, but more importantly the entire industry in Sri Lanka. As this was the first time ever an agency in that country had ever won anything on the International stage.
- Successfully managed a Creative Department of 16 people.
- Grew the agency from 26 to 96 people during my 2 years there.
- Designed a new beer label, it's packaging and also created and launched its entire advertising campaign single handedly for the brand with record sales and success.

Resume

GARY CAULFIELD

1991 – 1994

LINTAS,
SYDNEY AUSTRALIA
Creative Group Head

ACCOUNTS

Diet Coke, NEC, MasterCard, Bridgestone, Asics, Castrol, Cenovis, Panadol, NSW Waterboard, Nestle' (Minties, Red Block Chocolate), Unilever (Jif, Omo, Norsca, Rexona, Streets Ice Cream, Aim, Domestos, Continental Soups), Formfit, Legacy.

ACHIEVEMENTS

- New Business Wins with Creative Pitch for: Bridgestone, Castrol, Asics, Diet Coke, NSW Waterboard.
- Awarded at Cannes.
- Awarded at Melbourne Art Directors Club.

1989 – 1991

LINTAS,
MELBOURNE AUSTRALIA
Partner to Creative Director as Senior Art Director

ACCOUNTS

Honda, NEC, Cenovis, Appletise, Sunday Herald, VicRoads, Australian Stock Exchange, Northern Feather.

ACHIEVEMENTS

- New Business Wins with Creative Pitch for: Sunday Herald, VicRoads, Appletise.
- Awarded at New York Festivals.
- Awarded at Clio.
- Awarded at Mobius Awards.
- Awarded at Melbourne Art Directors Club.
- Designed VicRoads logo and Corporate Image (which is still in use today statewide).
- Redesigned all Cenovis Vitamins labels & packaging.

Resume

GARY CAULFIELD

1988 – 1989

THEM ADVERTISING,
MELBOURNE AUSTRALIA

Partner to Creative Director as Senior Art Director

ACCOUNTS

Yakka, Faberge, Le-Specs, In-Jean-lous, Australis, Patterson Cheney.

ACHIEVEMENTS

- New Business Wins with Creative Pitch for: Yakka & Le-Specs.
- Awarded at Melbourne Art Directors Club.

1987 – 1988

DANCER FITZGERALD SAMPLE,
MELBOURNE AUSTRALIA

Art Director

ACCOUNTS

Toyota, Kraft, Ovaltine, Phillip Morris, Jarrah Foods, Epicurean Magazine, Reps Magazine.

ACHIEVEMENTS

- New Business Wins with Creative Pitch for: Kraft, Epicurean, Reps Magazine.
- Awarded at Melbourne Art Directors Club.

1986 – 1987

USP NEEDHAM,
MELBOURNE AUSTRALIA

Art Director

ACCOUNTS

Telecom, Ford Motor Company, The Age, Channel Nine, Cadbury (Crunchie, Picnic, Dairy Milk Chocolate Block), McDonald's, Ford Australian Open.

ACHIEVEMENTS

- Designed Ford Australian Open logo and all related and branded merchandise.
- Awarded at Melbourne Art Director's Club.
- Full Employment as a Junior Art director just 2 weeks after graduating with a Bachelor of Arts Degree.

Resume

GARY CAULFIELD

1982 – 1986

EDUCATION

Bachelor of Arts Degree in Graphic Design, Swinburne Institute, Melbourne Australia

ACHIEVEMENTS

- Graduated 'Top of Class' in 1986 from the then most prestigious and recognized Art College in the entire Southern Hemisphere.
- Awarded numerous at Melbourne Art Directors Club Student Awards.
- Employed for one year of work experience in 1985 by USP Needham with college consent.
- And as mentioned above, USP were so pleased they employed me full time 2 weeks after graduation in 1986.

Achievements →

Achievements

GARY CAULFIELD

My achievements at Ogilvy Indonesia, June 2003 – September 2011

- 112 2011 Accepted an additional role as 'Creative Director' for 'Ogilvy Action' (Ogilvy's Activation Agency) combined with my 'Advertising' & 'Group ECD' role
- 111 Gained an unprecedented 5 'Cannes' Finalists in 2011 that also contributed to the 'Best Year Ever' Ogilvy has had at 'Cannes' as both a Global & Asia Pacific network
- 110 2011 ADFEST BRONZE – Fuji Marine Radio
- 109 2010 2nd highest acceptances into 'THE WORK' of any Ogilvy office in the region
- 108 2010 Won very 1st ever pitch for WPP 'sister agency' Soho Square
- 107 2010 Won very 1st ever 'International Metal' with LIAA BRONZE
- 106 2010 SPIKES BRONZE – Fuji Marine Outdoor
- 105 2010 SPIKES BRONZE – Fuji Marine Print
- 104 2010 Won very 1st ever 'Regional Metal' with ADFEST SILVER
- 103 2010 VW NEW BUSINESS WIN – We won our very 1st ever Auto account here in Indonesia with the coveted Volkswagon as our new client in a 'creative' pitch
- 102 2009 CITRA PARIWARA 'BEST OF PRINT' – Fuji Marine Print
- 101 2009 CITRA PARIWARA GOLD – Fuji Marine Print
- 100 2009 CITRA PARIWARA SILVER – Fuji Marine Poster
- 099 2009 CITRA PARIWARA BRONZE – Kinokuniya Bookends Ambient
- 098 2009 CITRA PARIWARA BRONZE – Kinokuniya Bookends Poster Series
- 097 2009 CITRA PARIWARA BRONZE – Ace Ghost TVC
- 096 2009 'DIGITAL' NEW BUSINESS WIN for Mizone the very first pitch win for Ogilvy One ever! Also the very first led by me in a Digital role...
- 095 2009 'DIGITAL' SHORTLIST for Aqua the very first of its kind for Ogilvy One ever! Also the very first led by me in a Digital role...
- 094 2009 CREATIVE REVOLUTION is launched internally with 22 action points that were all implemented to improve our award winning chances in 2010
- 093 2009 acceptance into 'THE WORK' now gives Ogilvy Jakarta more than double the amount of any Indonesian agency so far with 13 in total now and the next closest is 6 only... This also means we are the only agency to be accepted for 6 years running now also
- 092 2009 'THE WORK' BOOK – Fuji Underwater Print
- 091 2009 ADFEST FINALIST – Maxis Elevator Ambient
- 090 2009 NEW BUSINESS WIN for SunLife Insurance which I led through our affiliated company Redworks
- 089 2009 OGILVY ONE CD role is given to me until a designated CD can be found

Achievements

GARY CAULFIELD

- 088 2009 PROMOTED AS OGILVY 360 ECD with creative responsibilities for the entire Ogilvy Group covering Advertising, Ogilvy One (Digital), Ogilvy Action (Activation) and Redworks (Design)
- 087 2008 BUAVITA BUSINESS SAVED FOR BATES – as a result of me personally handling this pitch to keep the business via a presentation & approval from the client based in Amsterdam also
- 086 2008 'AGENCY OF THE YEAR' for 3 years in a row!....And 4 of the 5 years I have been in Indonesia...No other agency has even won twice!
- 085 2008 ADO I GOLD – Kayaking Honey TVC Film Craft Copywriting
- 084 2008 ADO I SILVER – Frezza Bodies TVC Film Craft Sound Design
- 083 2008 ADO I SILVER – Kayaking Honey TVC Film Craft Direction
- 082 2008 ADO I BRONZE – Fatigon Puzzle TVC Film Craft Special Effects
- 081 2008 ADO I SILVER – Fuji Webbed Finger Print
- 080 2008 ADO I BRONZE – Kayaking Jumbo Print
- 079 2008 ADO I BRONZE – JPC Cut Out Ambient Outdoor
- 078 2008 ADO I SILVER – Unicef Time Direct Marketing
- 077 2008 ADO I BRONZE – Headhunter Business Card Direct Marketing
- 076 2008 ADO I BRONZE – Headhunter Business Card Direct Marketing Craft
- 075 2008 ADO I SILVER – Frezza Hot Chicks Most Creative Media Campaign
- 074 2008 ADO I GOLD – Kotex Putus Radio Idea
- 073 2008 ADO I SILVER – Kotex Putus Radio Copywriting
- 072 2008 ADO I BRONZE – Kotex Putus Radio Craft Directing
- 071 2008 OGILVY REGIONAL TV REEL – Bodybuilder & Car Call TVC's
- 070 2008 ADO I JUDGE – Core Jury Member
- 069 2008 'THE WORK' BOOK – Fuji Poster
- 068 2008 'THE WORK' BOOK – Headhunter Business Cards
- 067 2008 'THE WORK' BOOK – Ogilvy Ambient
- 066 2008 SPIKES FINALIST – JPC Swimming Pool Ambient
- 065 2008 SPIKES JUDGE – Core Jury Member
- 064 2008 ADFEST FINALIST – JPC Swimming Pool Ambient
- 063 2008 WON BIGGEST PIECE OF COCA-COLA BUSINESS IN THE WORLD – Joined the Ogilvy Japan team for 1 week and successfully won the Sokenbicha account
- 062 2007 MOST INTERNATIONAL FINALISTS ever with 9 in total now topping all other Indonesian agencies
- 061 2007 LONDON INTERNATIONALS FINALIST – Formula 'Toothpick' Ambient
- 060 2007 'THE WORK' BOOK – Formula Restaurant Ambient
- 059 2007 'THE WORK' BOOK – Pond's Billboard
- 058 2007 'THE WORK' BOOK – Motorola Airport Ambient

Achievements

GARY CAULFIELD

- 057 2007 'THE WORK' BOOK – Formula Billboard
- 056 2007 'THE WORK' - Having 4 pieces of work accepted into the 'THE WORK' BOOK in the one year is a 400% improvement on other years and a 'first' for any Indonesian agency. 4 was also the same number as our highly awarded Singapore office.
- 055 2007 MANAGEMENT STABILITY - I have been the one stable and constant 'integral member' of Ogilvy Advertising Senior Management in the 4 years I have been in the Indonesian office. As I have now experienced 4 Heads of Country and 5 Managing Directors during this time
- 054 2007 'AGENCY OF THE YEAR' for the second year running and for 3 of the 4 years I have been in Indonesia
- 053 2007 AAA SILVER – Sprite Ice TVC
- 052 2007 AAA SILVER – Pond's Billboard
- 051 2007 AAA BRONZE – Formula Restaurant Ambient
- 050 2007 AAA BRONZE – Formula Billboard
- 049 2007 AAA BRONZE – Konnimex TVC
- 048 2007 AAA BRONZE – Huggies TVC
- 047 2007 OGILVY 'RED HOT' - 3 pieces of our work selected and featured as the very 'best' in the Region. Our previous best had only been 1 piece on other occasions so this was a massive 300% improvement and an unprecedented result.
- 046 2007 SEEN + NOTED - 3rd piece of work to be featured in Campaign Brief Asia's SEEN + NOTED section which is not only a first for any Indonesian agency but we are the only agency to have work featured at all so far
- 045 2007 GLOBAL RECOGNITION – our Sprite Ice TVC is the very first TV commercial from any agency in Indonesia to be featured on a BBC Comedy TV Special aired in the UK
- 044 2007 ADFEST FINALIST – Pond's Billboard
- 043 2007 NUMBER 1 CREATIVE TEAM in Indonesia according to 'Campaign Brief Asia' Creative Rankings
- 042 2007 OGILVY 'RED HOT' 4 pieces of work selected as the 'most ever' from our office in contention for the Ogilvy 'RED HOT' book
- 041 2006 SEEN + NOTED - 2 pieces of work featured in Campaign Brief Asia's SEEN + NOTED best work in the Region...Also the first work to 'ever appear' from any Indonesian Agency
- 040 2006 OGILVY ASIA - 2 pieces of work featured in our Regional Creative Director Tham Khai Meng's 'Fresh' article in the Ogilvy Asia Regional magazine. The very first time any work from our Indonesian office was featured
- 039 2006 ECD PROMOTION - Promoted to Executive Creative Director of Ogilvy & Mather Indonesia
- 038 2006 RESTRUCTURE of the entire Creative Department 'in the wake' of losing our Indonesian creative icon Roy Wisnu to our Singapore office
- 037 2006 OGILVY ONE CD additional 'caretaker role' as Creative Director of Ogilvy One in the absence of any senior creative leadership until the end of the year
- 036 ADFEST JUDGE – Asked to Chair & Present the 'Outdoor Category' in the absence of the nominated Chariman at the Awards Ceremony
- 035 2006 AAA AGENCY OF THE YEAR
- 034 2006 AAA BEST OF SHOW WINNER
- 033 2006 AAA SILVER - Matchbox Poster
- 032 2006 AAA BRONZE - Formula + TVC

Achievements

GARY CAULFIELD

- 031 2006 AAA FINALIST - Anti Dandruff TVC
- 030 2006 'THE WORK' BOOK - Anti Dandruff TVC
- 029 2006 WPP WORLDWIDE REEL - Anti Dandruff TVC (as selected by Neil French) which was one of only 8 TVC's Worldwide that made it onto this reel
- 028 2006 'METAL SESSIONS' introduced as an agency first from my own initiative
- 027 2006 AGENCY REEL Created as the very first 'Agency Reel' updated regularly for credentials & new business use
- 026 2006 AGENCY FOLIO Created as the very first 'Agency Print Folio' updated regularly for credentials and new business use
- 025 2005 CANNES FINALIST - Formula + TVC (the only agency in Indonesia to receive anything at Cannes)
- 024 2005 ADFEST FINALIST - Formula + TVC
- 023 2005 ADFEST FINALIST - A Billiard TVC (these 2 Finalist's made us the most awarded agency in Indonesia at AdFest)
- 022 2005 'THE WORK' BOOK - Formula + TVC
- 021 2005 SHOTS 92' REEL - Anti-Dandruff TVC
- 020 2005 CITRA PARIWARA GOLD - Formula + TVC
- 019 2005 '360' SESSIONS introduced as an agency first from my own initiative
- 018 2004 AAA GOLD - A Billiard TVC Campaign (as judged by David Droga)
- 017 2004 AAA BRONZE - AAA Print
- 016 2004 AAA BRONZE - Kotex Print
- 015 2004 AAA BRONZE - AAA Print
- 014 2004 AAA BRONZE - Origami TVC
- 013 2004 AAA BRONZE - Origami TVC Campaign
- 012 2004 ADFEST FINALIST - Kotex Print
- 011 2004 LONDON INTERNATIONALS FINALIST - AAA TVC
- 010 2004 LONDON INTERNATIONALS FINALIST - A Billiard TVC
- 009 2004 LONDON INTERNATIONALS FINALIST - A Billiard TVC Campaign
- 008 2004 AAA FINALIST - AAA Print
- 007 2004 AAA FINALIST - AAA Print
- 006 2004 AAA FINALIST - Soundrenaline TVC
- 005 2004 'THE WORK' BOOK - Kotex Print
- 004 2004, 2005, 2006, 2007, 2008 'Most Awarded' Agency in Indonesia 5 years running
- 003 2004 'WELCOME SESSIONS' introduced as not only an Industry first from my own initiative in Indonesia, but also a 'World First' Internationally by welcoming people from rival agencies into Ogilvy
- 002 2004 'JAM SESSIONS' introduced as an Industry first from my own initiative
- 001 2003 OGILVY 'RED HOT' reel acceptance with Pond's TVC