



BRAND DIRECTOR'S LETTER

Welcome to *Campaign's* special edition, featuring the top performers at the Agency of the Year awards. Now in its 23rd year, this is the region's most prestigious awards celebration, offering a unique insight into the best-performing companies and talent in key Asian markets, and the only agency awards programme with results compiled by PricewaterhouseCoopers for transparency. We're proud to have taken the Agency of the Year events to Mumbai, Shanghai, Singapore and, for the first time, Tokyo, to celebrate the industry's successes with nearly 1,500 people.

Importantly, these awards are not just about scale: agencies both big and small compete within their local markets and have the opportunity to shine on the regional stage.

The winners highlight an industry in transformation as it gears for the future and battles the challenges of 2016 — from tightening client spend in many markets, over-billing scandals and measurement controversies, leadership changes at the top of many agencies and calls for greater transparency. Last year may have bruised us, but it has also forced us to set our goals higher, and to work harder and smarter.

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