

March 9, 2020

Richard Yu, Regional CCO for ADK Greater China Appointed to Advisory Board for WARC Rankings 2020

ADK Group has announced that Richard Yu, Regional Chief Creative Officer for ADK Greater China, has been appointed to the Advisory Board for the WARC Rankings 2020.



Previously known as the Gunn Report until 2016, the WARC Rankings are determined based on results of major advertising awards worldwide. Since 2014 Gunn Report, ADK Taiwan was awarded No. 1 in the creative ranking for three consecutive years.

The WARC Ranking Advisory Board consists of 23 prominent leaders in the advertising industry. Richard Yu has been selected as the only board member representing the Greater China creative agency.

Richard has a high reputation for his creativity not only in Taiwan but also in the global creative scene. Work by his team has won the CMO Pencil and Gold at the 2019 One Show Greater China Awards, and ADK Taiwan has been crowned Agency of the Year for the third time. His widely acclaimed creativity has brought numerous achievements for the ADK Group.

【Biography: Richard Yu】

Regional Chief Creative Officer, ADK Greater China

Joined ADK Taiwan in 2012 and has created many successfully popular campaigns, leading the

agency to recognition from local and international award shows including Cannes Gold Lions and Silver Lions, Spikes Asia Grand Prix, D&AD pencils and more.

【The WARC Rankings Advisory Board members 2020】

Adrian Mills, Partner – Creative, Brand & Advertising, Deloitte Digital Australia

Alexander Schill, Global Chief Creative Officer and Partner, Serviceplan Group

Andrew Robertson, President and CEO, BBDO Worldwide

Ari Weiss, Chief Creative Officer, DDB Worldwide

Avril Canavan, Worldwide Chief Marketing & Communications Officer, PHD

Berta de Pablos-Barbier, Chief Growth Officer, Mars Wrigley

Bruno Bertelli, Global Chief Creative Officer, Publicis Worldwide

Chrissie Hanson, Chief Strategy Officer, OMD Worldwide

Dick Van Motman, Former Global CEO Creative & Content, Dentsu Aegis Network / Founder, Plain Vanilla Ventures

Greg Brooks, Global Chief Marketing & Culture Officer, Mindshare

Joanne Brenner, Global Head of Marketing, Mediacom

John Patroulis, Worldwide Chief Creative Officer, Grey Group

Jose Miguel Sokoloff, Global President, MullenLowe Group Creative Council & Chief Creative Officer, MullenLowe Group UK

Kestrel Lee, Executive Creative Director, China, Freeman

Lauren Lafranz, Managing Director, Global Creative Operations, VMLY&R

Liz Taylor, Global Chief Creative Officer, Leo Burnett Worldwide & Chief Creative Officer, Publicis Communications, North America

Malcolm Poynton, Global Chief Creative Officer, Cheil Worldwide

Piyush Pandey, Chief Creative Officer Worldwide & Executive Chairman India, Ogilvy

Richard Yu, Regional Chief Creative Officer, Greater China, ADK

Rob Reilly, Global Creative Chairman, McCann Worldgroup

Sir Martin Sorrell, Executive Chairman, S4 Capital

Tom DiSapia, Chief Strategy Officer, UM EMEA

Vicki Holgate, Effective Creative Excellence Director, Diageo

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