

# Chinese whispers<sup>o</sup>

DDB China Group

## DDB Creatives off to Cannes to represent China at the Young Lions!

*Leo and Meredin from DDB Shanghai beat 20 teams from across China to win a place at the 2008 Young Lions competition*



**Leo Wan** and **Meredin Xu** from DDB Guoan Shanghai beat 20 creative teams from across China to win a place at the 2008 Cannes Young Lions competition. DDB Guoan sent just one team to the competition, which included competitors from TBWA and O&M.

The event took place in Beijing where teams were given a creative brief and 24 hours to execute the campaign. Participants have to be under 28 years old.

Meredin has worked as a senior copywriter at DDB Guoan Shanghai for nearly 2 years. She focuses on clients including McDonald's and Philips. Leo is an Art Director at DDB Guoan Shanghai, his work has been featured in many publications and he was voted one of China's top 20 creatives by Campaign Brief Asia.

The Young Lions competition (formerly known as the Young Creatives competition) is open to young advertising professionals. The participating teams, comprising an art director and copywriter, are selected through a pre-selection process in their own country, with the winners attending Cannes. The competition, which has Print, Cyber and Film sections, takes place during the Festival week at the Palais des Festival, where the teams are briefed by a client to create and execute a campaign in just one day.

Michael Dee, Chief Creative Officer at DDB Guoan Shanghai: "We are so excited that Meredin and Leo will go to the Cannes Young Lions to represent China. They are a fantastic balanced team and bring out the best by working together. We wish them all the best for Cannes!"

A stylized, handwritten signature in yellow ink that reads "Dick".

**Dick van Motman**

President & CEO, DDB China Group  
[dick.vanmotman@asiapac.ddb.com](mailto:dick.vanmotman@asiapac.ddb.com)