

Euro RSCG's James Daniels for Ogilvy Asia

SINGAPORE: [James Daniels](#), ECD and shareholder of Euro RSCG and Euro RSCG 4D, will become regional ECD for Unilever across Asia at Ogilvy & Mather Asia Pacific, effective January 2011, it was announced yesterday, 23 November 2010. Daniels will relocate from Johannesburg, South Africa, to Singapore.



James Daniels, outgoing ECD of Euro RSCG and Euro RSCG 4D and incoming regional ECD for Unilever across Asia at Ogilvy & Mather Asia Pacific.

Commented James Daniels, "I spent four years in Ogilvy in Johannesburg and found the agency to be made up of people constantly striving for better. Borders cannot destroy a culture and I believe Ogilvy Singapore will offer me a similar experience. Ideas are the only currency in advertising, not matter which part of the globe you are in. I look forward to delivering results through creative campaigns based on good ideas with the Unilever team."

"One of South Africa's finest"

Said Eugene Cheong, regional ECD, Ogilvy & Mather Asia Pacific said, "James is a rock star. He is one of South Africa's finest and he completes the creative rejuvenation of Ogilvy Singapore. Not only will he be the creative lead on the all-important Unilever business, he will also be a very important part of the creative management of the Ogilvy Group in Singapore."

Added Giri Jadhav, regional director, Ogilvy & Mather Asia Pacific/Unilever Asia Pacific, "With 18 years of experience in handling brands both global and local, James has the right credentials and the much-needed creative maturity and leadership the role demands. He is passionate about creating 'great work that works' and will be instrumental in sharpening the thinking of the Unilever teams. His multifaceted skills will come in handy in driving integrated communications on all the Unilever brands."

David Mayo, president, Ogilvy & Mather (Advertising) Asia Pacific, commented, "James is a rare find; he knows exactly how to create integrated work at the highest level for the most demanding clients. He is also a grownup with a proven track record in generating effectiveness through creativity. We are lucky to have him join us."

Award-winning

Daniels has received awards from major shows such as D&AD, Cannes Lions, The One Show, Clio, London International Awards and Loeries. In 2010, he was invited to judge the Promotion and Activation category for Cannes Lions. Ogilvy & Mather Asia Pacific recently picked up a Silver award at the IPA Effectiveness Awards for "Andy & Lily in Clothworld", the campaign for Comfort Fabric Softener, a Unilever brand.

Daniels joined Euro RSCG in 2007.

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