

NEW CREATIVE ERA AT SAATCHI & SAATCHI ARACHNID

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Two industry veterans with 17-year career experience each, Wong Sen Kiat and Ng Teck Yew, have been snatched up by Malaysian creative shop Saatchi & Saatchi Arachnid - a Publicis One agency - taking the role of Creative Director and Creative Director of Art & Design respectively.

Having completed a 5-year run leading the Digi creative team at Naga DDB, Wong Sen Kiat's vast experience includes stints at Leo Burnett, BBDO, Publicis and JWT, working with clients such as Maxis, Celcom, HSBC, Citibank, PETRONAS, BMW, Ford and Proton, allowing him to enjoy his passion for film and as a car enthusiast. Wong has been tasked with leading the creative department and bringing a shift in the agency's creative culture by integrating storytelling into the agency's strategy.

"We're living in a digital age, but stories and emotion are still the driving force behind people's decisions. I'm relishing the opportunity to build on Saatchi & Saatchi Arachnid's digital expertise, and enhance the work with stories that build businesses," Wong says.

Ng Teck Yew, began his creative journey at The One Academy, following his valuable experience at Wieden + Kennedy Shanghai and Agenda Kuala Lumpur. He was most recently Creative Group Head at McCann Worldgroup Kuala Lumpur, where he spent 5 years prior to joining Saatchi & Saatchi Arachnid. Honing his passion for art and design with brands like Nike, Petronas, Toyota, Huawei and Nestle, Ng is also an accomplished artist, creating furniture and home décor accessories to indulge his aptitude for design.

"I aim to win clients over with our brand of creative solutions and convince them that being brave can lead to engaging brand campaigns," Ng said.



“We are ecstatic to have both Sen Kiat and Teck Yew on board. This marks a new chapter for us as the only full-service agency with digital at its heart. Increasingly, clients are looking for more than what traditional or digital agencies can offer. We want to be that agency, one that transcends touch points or silos,” commented Saatchi & Saatchi Arachnid Managing Director David Soo.

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About Saatchi & Saatchi Arachnid

Saatchi & Saatchi Arachnid is a Malaysian media-neutral marketing communications agency established in 1996 as “Arachnid”. Acquired by Publicis Groupe in late 2012, it was aligned with Saatchi & Saatchi Singapore and rebranded “Saatchi & Saatchi Arachnid”. Today, it is a part of Publicis One, the global communications enterprise that unites all of Publicis Groupe agency brands’ capabilities and expertise under one roof across 50 markets. With firm roots in digital and interactive marketing, its service offering has evolved to all forms of interaction-oriented touch points. Its portfolio of clients are blue-chip multinationals and the work it produces serves over 25 markets, winning over 160 major local and international awards for not just creativity, but also strategy and marketing effectiveness. It has been ranked three times on the Deloitte Asia Pacific Fast 500 - a roster of the 500 fastest growing technology companies in Asia Pacific. In the last four years, it has also received 11 client-nominated and client-judged Advertising + Marketing Agency Of The Year Awards in five agency categories including Digital Agency of the Year, Direct Marketing Agency of the Year and Creative Agency of the Year.

About Publicis One

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