

MARTIN LOH

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Experience

Sep '23 – Present **Freelance Creative Director / Writer**

Open to freelancing in-house or at agencies. Helped to conceptualise and launch Income Insurance campaigns, and worked on UOB, STB and GIC accounts.

Dec '18 – Aug '23 **Wunderman Thompson** **Associate Creative Director**

Joined as co-lead for the Singapore Bicentennial campaign and later jointly led Omne (part of FWD insurance) and HSBC Premier, the largest segment of the HSBC business. Over two years, we guided Premier through a soft rebranding, repositioning it as a future-facing and progressive bank.

Feb '15 – Nov '18 **Publicis Singapore** **Creative Group Head**

Led the Audi creative team, significantly improving the creative scores after a period of average performance. I also jointly led the AXA account, developing several brand and product campaigns. Moved to the P&G regional team after a year, working on Vicks, Fairy and Head & Shoulders.

May '13 – Jan '15 **OgilvyOne Singapore** **Senior Copywriter**

I was initially in Ogilvy Advertising, where the focus was very much on new business, and later moved to OgilvyOne to work on the Singtel account after the agency won the business.

Sep '10 – Apr '13 **TBWA Singapore** **Copywriter**

Accounts worked on include Corona, Singapore Airlines, Visa, Lexus, Okamoto and Scoot. Represented the Singapore office in Paris as part of a multi-team SWAT for a global Niquitin rebranding effort.

Aug '07 – Apr '10 **XM Asia-Pacific** **Copywriter**

Worked on local and regional accounts including Singapore Tourism Board, MasterCard, Hewlett-Packard, Tiger Airways, Sony and Diageo, with most of the work in the digital space.

Achievements

Income: Between Two Chargers (2025)

Effies Singapore: 1 Silver, 1 Bronze

HSBC Futureverse (2023)

Markies: 2 Gold, 1 Bronze

Mobex: 2 Gold, 1 Silver, 1 Bronze

Effies Singapore: Silver

SBO: Recasting Our Colonial Past (2020)

Gong Awards: 1 Gold, 1 Silver, 3 Bronzes

Markies: 2 Silvers

Vicks: Learning to Love (2018)

Spikes Asia: Bronze

Audi SG50: A Drive Back in Time (2016)

Markies: 4 Golds

Mobex: 4 Golds

MEA: Gold

AXA: True Protection (2016)

Markies: Gold

MEA: 1 Gold, 2 Silvers, 1 Bronze

Coke: Happiness from the Skies (2014)

Clio: Finalist

Okamoto Freedom Project (2012)

Cannes Lions: 2 Finalists

Spikes Asia: Bronze

HP TouchSmart: Wake Up Your Feelings (2010)

Cannes Lions: Finalist

New York Festivals: 1 Silver, 1 Bronze

Education

Curtin University of Technology | Bachelor of Commerce

Catholic Junior College | GCE 'A' Levels

St. Joseph's Institution | GCE 'O' Levels