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## NEWS:

# THE BRAND UNION AND OGILVY CHINA LAUNCH GO LOGO! CHINA

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The Brand Union and Ogilvy & Mather Group/China are joining forces with leading brand guru Mac Cato today to launch Go Logo! China. This movement encompasses four different platforms created especially for China's branding and design community. These include a bilingual website ([www.gologochina.com](http://www.gologochina.com)) where visitors can learn, exchange ideas and showcase their best work through blogs, articles and interviews with experts, a video contest for young talent and a series of seminars. These will then culminate with an eponymous book by Mac Cato and Kunal Sinha, Chief Knowledge Officer, O&M China, with contributions from leading Chinese and international designers, marketers, educators and winners of the video contest.

Inspired by Mr. Cato's book *Go Logo! A Handbook to the Art of Global Branding – 12 Keys to Creating Successful Global Brands*, the new online platform coincides with the simultaneous launch today of a video contest inviting young creative talents in China who are under 25 years of age to submit short films for a chance to win 10 six-month paid internships at Ogilvy and The Brand Union in China. "Go Logo! is a rallying point for top designers, marketers and educators who share a common belief – that branding has to work at an emotional level to succeed. As the biggest marketplace in the world, China is where brand differentiation can be the most challenging. Our greatest hope is that Go Logo! China can make a significant contribution to helping creatively inclined wave-makers to more effectively grow their businesses and better communicate with Chinese consumers," said Mr. Cato.

The competition will be judged by top branding experts, creative leaders and educators: Graham Fink, Chief Creative Officer of Ogilvy China, Monica Lee, Managing Director of TBU China and Harrison Dong, Executive President of WPP's School of Marketing and Communications and former General Manager of Ogilvy Advertising/Shanghai, Mac Cato and Kunal Sinha.

The contest starts today and winners will be announced in August 2012. For more information about the contest, rules, and how to enter, aspiring brand warriors should visit <http://www.gologochina.com/?go=join>.

Monica Lee, Managing Director of The Brand Union China, said, "*Design is the next battle ground for brands to win Chinese consumers' hearts and minds. We believe that great brand design comes from a combination of skills, life experiences, and a desire to define the future. Exposure to different cultures and contexts helps to spark fresh ideas. This is where Go Logo China serves as an outstanding platform for designers, young and old, amateur or experienced, to showcase, exchange, share their ideas and generate inspiration.*"

Kunal Sinha, Chief Knowledge Officer, O&M China, added, "*The Go Logo! China video competition gives young people with fresh thinking a chance to collaborate with the top brand custodians and creative leaders in China. We're very excited to see the work they will produce. As brands big and small turn to the design community for advice on how to create new experiences for Chinese consumers, this competition and site will serve as an open platform where members of this community can inspire and elevate each other's work.*"