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“What I love about *Campaign Brief Asia* is the absolute lack of confusion. It’s a magazine about creativity, for creative people by creative people. While the majority of industry press tries to be everything to everyone, *Campaign Brief Asia* remains true to its origins. An unadulterated, hedonistic, up to the minute commentary on ads and creative people. With loyalty to ideas, not agencies or countries. We spend our whole careers fighting compromise and politics. Worrying about deadlines and agency stability. *Campaign Brief Asia* represents everything that keeps us sane. Producing great work, having a laugh, inspiring one another, celebrating success, discovering new talents and of course a bit of mindless gossip. And the added bonus, is that it is run by people who actually care about advertising. Its success is a barometer of our success.” - **DAVID DROGA, CREATIVE CHAIRMAN, DROGA5 LA/NY**

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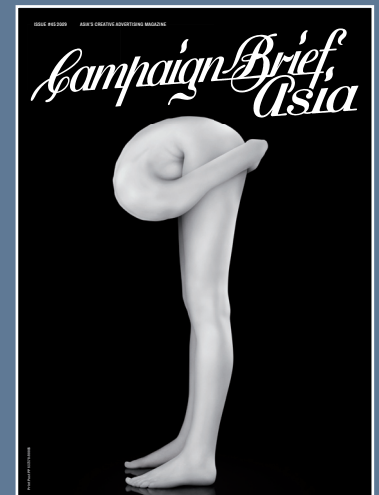
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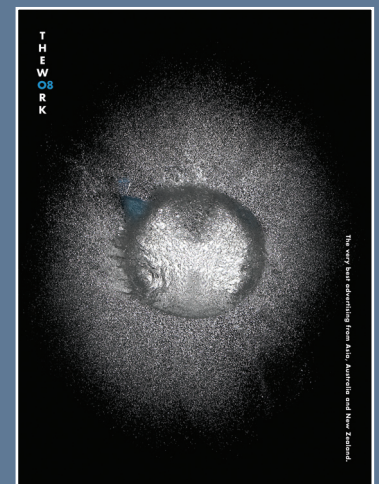
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THE WORK 08