

# Digital Asia Festival: Matias Palm-Jensen is jury president

BEIJING, CHINA: Digital Asia Festival, the two-day event for learning, networking and celebrating Asia's best digital marketing communications, has appointed Matias Palm-Jensen, European chief innovation officer of McCann Erickson, to lead the judging process of this year's Digital Media Awards, which are central to the festival.



Palm-Jensen, creative heavyweight and founder of Swedish digital agency Farfar, joined McCann Erickson in May 2011 as European chief innovation officer. He is responsible for strengthening McCann Worldgroup's digital presence and capabilities across Europe and ensuring that digital is strongly integrated into every part of the client's business.

He has been involved in the creative and digital world of advertising since the beginning of the digital era. Working for MTG and the Swedish media mogul Jan Stenbeck, he developed and produced one of the first and biggest European web portals in 1992.

He started his first digital agency, Spiff Industries, in 1996, and it has grown to be a well-recognised and award-winning Swedish shop, with a focus on the Scandinavian market. He then moved on and founded Farfar (Swedish for "grandfather") in 2000 to expand to global brands, giving clients a platform and channel in the new digital space. Global clients included Diesel, ABSOLUT and Nokia.

In 2001, within just a year of its founding, Farfar began winning at Cannes Lions, continuing to win various Lions for nine consecutive years, including two Cyber Lions Grands Prix - one for Milko with the 'Music Machine' campaign in 2001 and the other for the Diesel 'Heidie's 15MB of Fame' campaign in 2007.

The last Farfar campaign Matias was part of was "The world's biggest signpost" for Nokia. In 2010 this campaign won eight Cannes Lions in five different categories. The campaign was also recognised by The Gunn Report as the most award-winning piece last year.

At Cannes Lions, Palm-Jensen has served as a juror three times in the last decade, including on the Titanium and Integrated Lions Jury.

He has a PhD in Law and Economics, and studied film at the University of Stockholm. He lives in London. Palm-Jensen is also a member of McCann Worldgroup's Creative Leadership Collective, a group of the network's top creatives.

To submit entries or register to attend, please go to [www.digitalasiafestival.com](http://www.digitalasiafestival.com). Entries deadline is 31 August 2012. Delegates registering before 28 September can enjoy an early bird fee of US\$350.

## Key 2012 dates

Entries deadline: 31 August 2012

Delegate early bird registration ends: 28 September 2012

Digital Asia Festival dates: 7 & 8 November, Millennium Hotel, Beijing, China