



Kingsmen Ooh-media Pte Ltd

## Kingsmen Nabs Former TBWA Staff

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By: Staff Writer, Singapore  
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**Kingsmen OOH-media finds creative lead**

Kingsmen Ooh-media has appointed Anuar Abu (pictured) as its new creative director, experiential marketing. Abu was most recently head of brand communications of TBWA Singapore. He will be responsible for leading the team in developing innovative brand activation concepts. He will also play a central role in strategic and creative direction for clients' brand engagement campaigns, and provide comprehensive insights into trends and opportunities to offer unique brand activation solutions. He has over 20 years of design and brand communications experience with Saatchi & Saatchi, Leo Burnett Singapore and TBWA Singapore. He has worked with brands such as Singapore Airlines, Citibank, American Express and others.