



# SALARY INFORMATION – ASIA

## Advertising & Communications - 2009

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Advertising & Communications



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		HONG KONG	SINGAPORE	SHANGHAI	JAPAN
	Years of experience	HK\$ Annual package	S\$ Annual package	RMB Annual package	JPY Annual package
<b>Advertising Agencies</b>					
<b>Management</b>					
CEO / Regional Director	16+	2.5M+	300K – 600K	2.7M+	25M+
Managing Director	15+	2.2M+	200K – 300K+	2.4M+	20M+
General Manager / Director of Client Services	12+	1.5M+	190K – 250K	1.2M – 1.7M	18M+
<b>Account Management</b>					
Regional Business Director	12+	1.2M+	–	1.2M+	–
Regional Account Director	10+	1M+	144K – 240K	1M+	15M+
Business Director	10+	850K+	–	1.2M – 1.5M	–
Group Account Director	9+	700K+	120K – 200K	600K – 800K	14M – 16M
Senior Account Director	8+	600K+	100K – 120K	400K – 550K	12M – 16M
Account Director	7+	420K – 600K	72K – 108K	250K – 450K	10M – 14M
Associate Account Director	6+	360K+	60K – 72K	200K – 300K	–
Account Manager / Senior	5+	220K+	48K – 60K	144K – 220K	6.5M – 8M
Account Executive	1+	100K+	30K – 36K	60K – 108K	4.5M – 6.5M
<b>Planning</b>					
Regional / Country Head Planning Director	15+	1.2M+	200K – 350K	800K – 1.5M	20M – 25M
Senior Planner	5+	480K+	100K – 150K	400K – 500K	12M – 16M
<b>Creative</b>					
Regional Executive Creative Director	15+	2M+	200K – 500K	2M+	20M+
Executive Creative Director	12+	1M+	300K+	1.5M	17M – 25M
Creative Director	9+	720K+	180K – 260K	540K – 840K	11M – 15M
Associate Creative Director / Creative Group Head	7+	450K+	120K – 180K	380K – 500K	10M – 12M
Art Director	5+	300K+	48K – 108K	250K	6M – 8.5M
Head of Copy	7+	500K – 600K	102K – 144K	210K	12M – 18M
English Copywriter	4+	300K+	48K – 108K	210K	–
Local Language Copywriter	4+	180K – 360K	–	150K	5M – 8M

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<b>Media</b>					
Regional Media Director	10+	1M+	150K+	550K+	20M
Executive Media Director	12+	1.2M+	–	650K+	15M – 20M
Media Director	10+	800K+	75K – 140K	350K+	10M – 15M
Associate Media Director	8+	600K+	60K – 90K	250K	10M – 12M
Media Manager / Group Head	5+	500K+	48K – 75K	250K	8M – 10M
Media Planner / Buyer	2+	150K+	25K – 48K	120K	6M – 8M
<b>Public Relations</b>					
<b>Public Relations Agencies</b>					
Managing Director / General Manager	20+	1.5M+	250K – 300K	1.5M – 2M+	12M – 18M
Practice Head	15+	800K – 1.5M+	145K – 220K	600K – 800K+	10M – 15M
Account Director	10+	600K – 900K+	90K – 160K	400K	9M – 12M
Account Manager	5+	360K – 600K+	66K – 90K	180K	6M – 8M
<b>In House</b>					
Regional Director, Corporate Communications	15+	1M – 1.5M+	240K – 300K	1M – 1.5M	15M – 20M
Director, Corporate Communications	12	850K – 1.2M+	150K – 180K	600K – 650K	12M – 18M
Public Relations Manager	7+	500K – 750K+	84K – 110K	360K – 400K	8M – 13M
Marketing Communications Director	10+	750K – 1M+	120K – 150K	600K – 650K	12M – 18M
Marketing Communications Manager	7+	500K – 750K+	84K – 110K	360K – 400K	8M – 13M
Events Manager	5+	300K – 450K+	50K – 70K	180K	6M – 9M

Methodology: This salary information was compiled using the market knowledge of our experienced practice leaders in each industry sector.

Disclaimer: All salary ranges are represented in terms of total annual guaranteed package including guaranteed bonuses and exclude discretionary bonuses, stock options, shares or other variable incentives as of January 2009. These are indicative market ranges and are dependent on variable factors including but not limited to experience level, market conditions, company size, industry sector, job scope, etc.

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