



SALARY INFORMATION – ASIA

Advertising & Communications - 2010

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Advertising & Communications



Advertising & Communications

		HONG KONG	SINGAPORE	SHANGHAI
	Years of experience	HK\$ Annual package	S\$ Annual package	RMB Annual package
Advertising Agencies				
Management				
CEO / Regional Director	16+	2.5M+	300K – 600K	2.5M+
Managing Director	15+	2.2M+	200K – 300K+	2M – 2.4M+
General Manager / Director of Client Services	12+	1.5M+	190K – 290K	1.2M – 2M
Account Management				
Regional Business Director	12+	1.2M+	NA	1.2M+
Regional Account Director	10+	1M+	144K – 240K	800K – 1M+
Business Director	10+	850K+	NA	1M – 1.5M
Group Account Director	9+	700K+	120K – 200K	600K – 800K
Senior Account Director	8+	600K+	100K – 120K	400K – 550K
Account Director	7+	420K – 600K	72K – 108K	250K – 450K
Associate Account Director	6+	360K+	60K – 72K	180K – 280K
Account Manager / Senior	5+	220K+	48K – 60K	144K – 220K
Account Executive	1+	100K+	30K – 36K	50K – 80K
Planning				
Regional / Country Head Planning Director	15+	1.2M+	200K – 350K	800K – 1.5M
Senior Planner	5+	480K+	100K – 150K	400K – 500K
Creative				
Regional Executive Creative Director	15+	2M+	200K – 500K	2M+
Executive Creative Director	12+	1M+	300K+	1.5M+ – 2M+
Creative Director	9+	720K+	140K – 260K	600K – 900K
Associate Creative Director / Creative Group Head	7+	450K+	120K – 180K	380K – 500K
Art Director	5+	300K+	48K – 108K	180K – 240K
Head of Copywriting	7+	500K – 600K	102K – 144K	160K – 200K
English Copywriter	4+	300K+	48K – 108K	180K – 210K
Local Language Copywriter	4+	180K – 360K	NA	120K – 150K
Media				
Regional Media Director	10+	1M+	170K+	800K – 1.2M
Executive Media Director	12+	1.2M+	150K+	600K – 1M
Media Director	10+	800K+	90K – 140K	400K – 600K
Associate Media Director	8+	600K+	70K – 100K	300K – 400K

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Media Manager / Group Head	5+	500K+	72K – 105K	200K – 300K
Media Planner / Buyer	2+	150K+	40K – 60K	180K – 250K
Public Relations				
Public Relations Agencies				
Managing Director / General Manager	20+	1.5M+	250K – 300K	1.5M – 2M+
Practice Head	15+	800K – 1.5M+	145K – 220K	600K – 800K+
Account Director	10+	600K – 900K+	90K – 160K	360K – 480K
Account Manager	5+	360K – 600K+	66K – 90K	180K – 240K
In House				
Regional Director, Corporate Communications	15+	1M – 1.5M+	240K – 320K	1M – 1.5M
Director, Corporate Communications	12	850K – 1.2M+	150K – 180K	700K – 900K
Public Relations Manager	7+	500K – 750K+	84K – 130K	240K – 500K
Marketing Communications Director	10+	750K – 1M+	120K – 180K	600K – 800K
Marketing Communications Manager	7+	500K – 750K+	84K – 130K	360K – 500K
Events Manager	5+	300K – 450K+	50K – 90K	240K – 360K

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 2010. 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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