



Hudson

Asia

Salary Information

Advertising & Communications 2008

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Advertising & Communications

Advertising & Communications					
		HONG KONG	SINGAPORE	SHANGHAI	JAPAN
	Years of Experience	HK\$ Annual package	S\$ Annual package	RMB Annual package	JPY Annual package
Management					
CEO/Regional Director	15+	2.5M+	300K – 600K	2.4M+	25M+
Managing Director	10+	2.2M+	200K – 300K+	2M+	20M+
General Manager/ Director of Client Services	10+	1.5M+	180K – 250K	1M – 1.2M	18M+
Account Management					
Regional Account Director	12+	1M+	144K – 240K	N/A	15M+
Group Account Director	10+	900K+	120K – 216K	600K – 800K	12M – 17M
Senior Account Director	10+	600K – 900K	100K – 120K	400K – 550K	10M – 15M
Account Director	8+	420K – 600K	72K – 108K	250K – 450K	10M – 15M
Associate Account Director	6+	360K+	60K – 72K	200K – 300K	8M – 10M
Account Manager/Senior	5+	240K+	42K – 60K	144K – 220K	6M – 9M
Account Executive	1+	100K+	24K – 33K	60K – 108K	5M – 7.5M
Planning					
Regional/Country Head Planning Director	15+	1.2M+	200K – 350K	800K – 1M	15M
Senior Planner	5+	480K+	100K – 150K	400K – 500K	8M – 11M
Media					
Regional Media Director	10+	1M+	150K+	550K+	20M
Executive Media Director	12+	1.2M+	N/A	650K+	15M – 20M
Media Director	10+	800K+	75K – 150K	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

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Creative					
Regional Executive Creative Director	13+	2M+	200K – 500K	2M	20M+
Executive Creative Director	12+	1.2M+	300K+	1.4M	18M – 22M
Creative Director	10+	920K+	180K – 260K	540K – 840K	12M – 15M
Associate Creative Director/Creative Group Head	8+	450K+	150K – 180K	380K – 500K	10M – 12M
Art Director	5+	300K+	48K – 120K	250K	5M – 8M
Head of Copy	7+	500K – 600K	96K – 144K	210K	12M – 15M
English Copywriter	4+	300K+	45K – 120K	210K	N/A
Local Language Copywriter	4+	180K – 360K	N/A	150K	5M – 8M
Public Relations					
Public Relations Agencies					
Managing Director/General Manager	20+	1.2M – 2M+	250K – 300K	1.5M+	12M – 18M
Client Service Director	15+	800K – 1.2M+	145K – 220K	600K	10M – 15M
Account Director	10+	450K – 750K+	90K – 160K	400K	8M – 10M
Account Manager	5+	360K – 450K+	66K – 90K	180K	6M – 8M
In House					
Regional Director, Corporate Communications	15+	1M – 1.5M+	240K – 300K	1M – 1.5M	15M – 20M
Director, Corporate Affairs	12	850K – 1.2M+	150K – 180K	600K – 650K	12M – 15M
Public Relations Manager	7+	500K – 750K+	84K – 110K	360K – 400K	10M – 15M
Marketing Communications Director	10+	750K – 1M+	120K – 150K	600K – 650K	12M – 20M
Marketing Communications Manager	7+	500K – 750K+	84K – 110K	360K – 400K	8M – 15M
Events Manager	5+	300K – 450K+	50K – 70K	180K	7M – 10M

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 guaranteed package including the 13th month salary and exclude discretionary bonuses, stock options, shares or other variable incentives as of November 2007.

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