

## Eugene Cheong's judging pick of the day

“Great photography... very crisp... maybe their underwear is showing.” That's how Ogilvy Asia Pacific CEO Eugene Cheong, also 2017 ADC advertising jury chair, describes the entry that was a delight for him to watch.

The One Show and Art Directors' Club's judging has begun. In order to keep the rest of the world intrigued and informed of the judging process, they'll be sharing selected judges' Picks of the Day throughout the judging process.

Cheong explains why the Pepsi Light poster campaign resonated with him in the video embedded below:

You can view this and other Art Directors' Club entries by browsing [this year's entries](#) and don't miss the 96th Annual ADC Awards on 8 May 2017 in New York – visit our [One Show special section](#) for all the latest updates.

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