

# DCMX Advertising Design

## Megumi Ota Creative Director

Born in 1951 in Tokyo, Ota worked as a contract copywriter for Dentsu after finishing college, and then established the Megumi Ota Office. One of her key works is the "Right, Let's Go to Kyoto" ad campaign for JR Tokai's 13th anniversary. She continues to handle copywriting and television ad planning today.

She has worked as the copywriter, ad planner, and creative director on ad campaigns for the Toyota Passo, Ajinomoto's "Autumn Snack Diary," and Aeon's "Signing Aeon," among others. In addition to advertising, she has been involved in planning communications for the new movie "Kamome Shokudo," has been a judge for NHK's "Mini-Mini Video Prize," and is Special Lecturer at the School of Design at Tokyo National University of Fine Arts and Music. She has written the books, "Right, Let's Go to Kyoto" (published by Tankosha) and "The Language of the First Day" (published by Gakuseisha).

Honors include the Asahi Advertising Award, Mainichi Design Award, Fujisankei Communications Group Advertising Award Grand Prix, Dentsu Advertising Award Grand Prix, ACC Award, Cannes International Advertisement Festival Gold Medal, New York Film Festival Gold Medal, and London International Advertising Award Silver Medal.

