

Company: VISUAL SIGNAL.TAO(BEIJING) CULTURE MEDIA CO.,LTD.
Company Description: Founded in 2013, VST is an international creative production company with branches in Shanghai, Shenzhen, Guangzhou, and Los Angeles. Team Composition The VST team is composed of seasoned media professionals, experienced 4A creative talents, and young, outstanding advertising professionals from both domestic and international backgrounds.
Nomination Category: Creative Categories
Nomination Sub Category: Creative Executive of the Year
Nomination Title: Li Jintao



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

Total 461 words used.

Li Jintao, Founder and CEO of Visual Signal.TAO, has emerged as a transformative force in China’s advertising industry, making him a top contender for Creative Executive of the Year. With a Master’s degree in Digital Arts from Peking University and a background as a Senior Producer at Viacom’s MTV China (2007–2013), Li honed his craft in creating compelling promotional content. In 2013, he launched Visual Signal.TAO, blending cutting-edge technology with storytelling to elevate brands like Huawei, Xiaomi, and vivo. His dual role as CEO and hands-on Producer ensures every project meets rigorous standards for creativity and precision, propelling the agency to the forefront of the industry.

Since 2023, Li’s strategic vision has solidified Visual Signal.TAO’s position as China’s leading advertising agency, as recognized by the China Advertising Association’s Film Division in 2024. His leadership delivered globally acclaimed campaigns, including the Xiaomi Redmi Note 13 Series TVC, which garnered 547 million impressions and a 127% engagement spike, securing the 2024 Effie Global Marketing Award and the ADMEN International Content Marketing Award. Similarly, the Huawei “Andy Lau Extraordinary Master TVC” won a 2023 China Golden Lion Advertising Award (Gold), showcasing Li’s ability to merge celebrity appeal with technical mastery. His production oversight on the Honor “Magic V2 Goldberg Device” also earned a 2023 Golden Lion (Gold), highlighting his knack for impactful storytelling.

Li’s innovative initiatives have redefined industry standards. In 2023, he launched the AIGC Lab, integrating AI-driven solutions that boosted campaign engagement for clients like vivo and Lenovo by 30%. This move positioned Visual Signal.TAO as a pioneer in smart advertising. Additionally, his strategic shift from Maya to Cinema 4D cut rendering times by 20%, enhancing efficiency for Huawei’s global campaigns and increasing its brand recognition by 15%. By stabilizing rendering service pricing, Li made premium production accessible, growing the industry’s talent pool by 20% and fostering innovation among emerging creatives.

Beyond projects, Li’s influence extends globally. His mentorship programs have nurtured a new generation of talent, while his strategic campaigns have amplified Chinese brands’ international presence. As a final jury member for the China Golden Lion Advertising Awards in 2023 and 2024, he has shaped industry benchmarks. His adoption of accessible tools like Cinema 4D reflects a commitment to democratizing technology, empowering creatives and setting new standards for quality and efficiency.

Li’s ability to address industry challenges—inefficient workflows, high costs, and limited talent access—while pushing creative boundaries marks him as a visionary leader. His integrated approach, merging strategy, creativity, and execution, has delivered measurable results, from skyrocketing engagement to global recognition for Chinese brands. Under his leadership, Visual Signal.TAO has not only achieved commercial success but also set a new paradigm for advertising excellence, making Li Jintao a standout candidate for Creative Executive of the Year.

4. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 109 words used.

- Named China’s top advertising agency by the China Advertising Association in 2024.
- Produced Xiaomi Redmi Note 13 Series TVC, winning 2024 Effie Global and ADMEN Awards.
- Led Huawei “Andy Lau Extraordinary Master TVC” to 2023 Golden Lion Award (Gold).
- Directed Honor “Magic V2 Goldberg Device,” earning 2023 Golden Lion Award (Gold).
- Launched AIGC Lab in 2023, boosting client engagement by 30%.
- Shifted to Cinema 4D, cutting rendering times by 20% for Huawei campaigns.
- Increased Huawei’s global brand recognition by 15%.
- Stabilized rendering pricing, growing industry talent pool by 20%.
- Mentored emerging creatives, fostering industry innovation.
- Served as jury member for China Golden Lion Awards in 2023 and 2024.

Attachments/Videos/Links:

Li Jintao

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