

Hakuhodo Group wins 3 Gold at Campaign Asia-Pacific's 2018 Agency of the Year Awards

Tokyo—December 27, 2018—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has won two Gold—the Japan Creative Agency of the Year for the 8th time and the Japan Digital Agency of the Year awarded to its digital arm Digital Collective—at the 2018 Agency of the Year Awards held by Asia's premier advertising journal, Campaign Asia-Pacific. In addition, IdeasXMachina Advertising (Philippines), a member of the Hakuhodo Group, also won Gold in the Southeast Asia Best Culture category.

TBWA\HAKUHODO received a record total of 10 awards—3 in the agency categories and 7 in the people categories.

The Agency of the Year Awards recognize results in advertising and communication in the five regions Southeast Asia, Japan/Korea, Greater China, South Asia and Australia/New Zealand and are judged independently by *Campaign Asia-Pacific*.



TBWA\HAKUHODO



IdeasXMachina Advertising

Awards won

<Agency categories>

- Gold, Japan Creative Agency of the Year: TBWA\HAKUHODO Inc.
- Gold, Japan Digital Agency of the Year: TBWA\HAKUHODO / Digital Collective
- Gold, Southeast Asia Best Culture: IdeasXMachina Advertising, Inc.
- Bronze, Japan/Korea Best Culture: TBWA\HAKUHODO Inc.

<People categories>

- Winner, Japan/Korea Account Person of the Year: Shinsuke Inazumi, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Agency Head of the Year: Chris Iki, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Creative Person of the Year: Takahiro Hosoda, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Channel/Engagement Planner of the Year: Toshihiro Sekiya, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Strategic/Brand Planner of the Year: Keita Kawakatsu, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Young Achiever of the Year: Tomoko Kasugai, TBWA\HAKUHODO Inc.
- Runner-up, Southeast Asia Young Achiever of the Year: Juice Aguilar, IdeasXMachina Advertising, Inc.
- Runner-up, Japan/Korea Talent Management Person: TBWA\HAKUHODO HR Team

■ About HakuHodo

Founded in 1895, HakuHodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the HakuHodo DY Group, HakuHodo is the world's 6th largest advertising agency according to *Advertising Age's* "Agency Report 2018."

The HakuHodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. HakuHodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for HakuHodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. HakuHodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, HakuHodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhodo-global.com

Media contacts:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp