

## IXM wins two prizes at Agency of the Year Global Awards, including Gold for the 4th consecutive year

Tokyo—July 16, 2024—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Philippines-based Hakuhodo Group company IdeasXMachina Group has won two awards in *Campaign's* Agency of the Year Global Awards 2023. That includes Gold in the People & Teams: Talent Management Team/Person category. IXM has won the top gong in this category in all four years since the Global Awards were founded. It also won Bronze in the Staff and Engagement Initiative: Best Place to Work: Individual Shop category.

The Agency of the Year Global Awards were launched in 2020 by *Campaign*, one of the world's leading advertising magazines. In their fourth iteration, agencies from over 40 countries entered. Judged on their track record in the advertising and communications business, the winners represent the best of the best worldwide.

### Awards won

#### IdeasXMachina Group

- **Gold** (People & Teams: Talent Management Team/Person)
- **Bronze** (Staff and Engagement Initiative: Best Place to Work: Individual Shop)



For details, visit the Agency of the Year Global Awards 2023 website at:

<https://www.aoyglobalawards.com/winners-2024>

## About IdeasXMachina Group

Led by Chief Executive Officer Jedd Ilagan, IdeasXMachina Group is a Philippines-based brand agency that prides itself on creative excellence. Over half of its staff are creatives. Widely recognized for its prowess, it has a long list of awards to its name. It joined the Hakuhodo Group in 2018.

<https://ideasxmachina.com/>

### ■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, the company is the core agency of Hakuhodo DY Holdings, one of the world's top 10 largest agency companies according to *Ad Age's* "Agency Report 2024."

*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.

With *sei-katsu-sha* insight as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: [www.hakuhodo-global.com](http://www.hakuhodo-global.com)

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