



# News

博報堂 広報室

**HAKUHODO**

Corporate Public Relations Division

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## Hakuhodo establishes Hakuhodo International China New office to expand business in Greater China and boost regional headquarters functions

Tokyo—May 14, 2015—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, has established Hakuhodo International China Co., Ltd. in Shanghai, China, with a view to expanding its operations in Greater China and boosting regional headquarters functions. The new company began operating in May 2015.

Hakuhodo has provided clients working in the Greater China region with an array of solutions since establishing its first office in China in Beijing in 1980. The region has since become one of the highest priority areas for Hakuhodo in its international operations.

Hakuhodo International China will send professionals from creative, marketing, promotion and other fields to offices throughout the region, supporting frontline business across the entire area. It will also work to expand business in the Greater China region. In addition, the administration functions of offices that Hakuhodo International China oversees have been consolidated within the new company, enabling the provision of shared services, which will improve and streamline administration work.

Hakuhodo will continue to strengthen its business structures and inter-office collaboration in the Greater China area to further enhance its ability to offer clients the best solutions to their challenges.

### **About Hakuhodo International China Co., Ltd.**

Location:	Unit 01, 25th Fl., Manpo International Plaza, 500 West Yan'an Rd., Changning District, 200050 Shanghai, CHINA
Start of operations:	May 2015
Capital at establishment:	50 million JPY
Employees:	9 (at establishment)
Managing Director:	Norihiko Mizuno

### Media contacts:

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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhold DY Group, the world's eighth largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuhold has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuhold 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 Hakuhold'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. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold 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.hakuhold.jp](http://www.hakuhold.jp)



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