



News

博報堂 広報室

HAKUHODO

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Hakuhodo Indonesia awarded Best of the Best Creative Advertising Agency

Tokyo—September 3, 2015—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, has announced that Hakuhodo Indonesia, one of its group agencies, has been named the Best of the Best Creative Advertising Agency at Indonesia Agency of the Year 2015, hosted by *MIX Marketing Communications Magazine*, Indonesia's only marketing and communications journal.

Indonesia Agency of the Year award winners are determined based on the number of points acquired by an agency in a survey of advertising and marketing people. This year responses were taken from 315 respondents at advertisers that have actual experience working with the agencies. Awards were given in five categories: Creative Advertising Agency, Brand Activation Agency, Digital Agency, Media Specialist Agency and Public Relations Agency, with the top agency in each category named The Best of the Best Agency.

Hakuhodo Indonesia's president, Irfan Ramli, said, "We are greatly honored to be so highly regarded by so many clients. We will continue to offer high quality marketing solutions going forward."

The Hakuhodo DY Group will continue to strengthen its global service structure as a partner in our clients' business and marketing activities.



Hakuhodo Indonesia staff at the awards ceremony
(Irfan Ramli stands second from the left)

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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



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