



# News

博報堂 広報室

HAKUHODO

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## Hakuhodo Group company TBWA\HAKUHODO named *Campaign Asia-Pacific's* Creative Agency of the Year for the 7th straight year

Tokyo—December 7, 2016—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, is pleased to announce that TBWA\HAKUHODO, a member of the Hakuhodo Group, has won Gold in the Japan Creative Agency of the Year and Japan Digital Agency of the Year categories in the 2016 Agency of the Year awards presented by *Campaign Asia-Pacific*, Asia's leading advertising magazine.

The Agency of the Year awards recognize excellence in the advertising and communications industries in five separate regions— Southeast Asia, Japan/Korea, Greater China, South Asia, and Australia/New Zealand.

TBWA\HAKUHODO also netted an impressive haul in the People categories for Japan/Korea: Account Person of the Year, Creative of the Year, Planner of the Year, and Young Achiever of the Year.

Meanwhile Hakuhodo Group company Ashton Consulting landed Silver in the Japan/Korea PR Agency of the Year category.



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## **Hakuhodo Group awards**

### **Gold**

- Japan Creative Agency of the Year:  
TBWA\ HAKUHODO
- Japan Digital Agency of the Year:  
TBWA\ HAKUHODO, Digital Arts Network

### **Silver**

- Japan/Korea PR Agency of the Year:  
Ashton Consulting

### **People Categories**

- Japan/Korea Account Person of the Year:  
Winner: Toshihiro Yoshii, TBWA\ HAKUHODO
- Japan/Korea Creative of the Year:  
Winner: Satoshi Chikayama, TBWA\ HAKUHODO
- Japan/Korea Planner of the Year:  
Winner: Taiki Iino, TBWA\ HAKUHODO
- Japan/Korea Young Achiever of the Year:  
Winner: Kazuaki Kuribayashi, TBWA\ HAKUHODO, Digital Arts Network
- Japan/Korea New Business Development Team of the Year:  
Runner-up: New Business Development Team: Taro Ito, Issei Ishikura, Hiroyuki Tanaka and Satoshi Suzuki, TBWA\ HAKUHODO



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■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhodo DY Group, the world's seventh largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuhodo has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. 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.jp](http://www.hakuhodo.jp)



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