



News

博報堂 広報室

HAKUHODO

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Hakuhodo Indonesia named Advertising Agency of the Year and Media Agency of the Year at Indonesian advertising festival

Tokyo—December 26, 2016—Jakarta-based Hakuhodo Indonesia (President: Irfan Ramli) was named Advertising Agency of the Year and Media Agency of the Year at the awards ceremony of the Indonesian advertising festival Citra Pariwara 2016 on December 16 in Jakarta. This is the third time that the company has been awarded Advertising Agency of the Year.

Hakuhodo Indonesia also won five Best of Category awards (in the Print, Film, Outdoor, Direct Promotion, and Nonconventional categories), in addition to 22 golds, 17 silvers, and 14 bronzes, for a total of 60 prizes.

Citra Pariwara, now in its 29th year, is Indonesia's only advertising festival. Attended by more than a hundred companies annually, it attracted 948 entries in 12 categories this year.



■ 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 2016." 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

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