



News

博報堂 広報室

HAKUHODO

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Hakuhodo acquires Integrated Communications Group, the leading independent activation agency in APAC

Tokyo—February 6, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, has acquired 100 percent of shares in Integrated Communications Group Pte Ltd (ICG), an activation (see Note 1) agency group headquartered in Singapore with operations in 12 Asia Pacific countries.

Since its establishment in 2003 in Singapore, ICG has expanded throughout the Asia Pacific region to China, Malaysia, Korea, India, Australia, Japan, Indonesia, Thailand, the Philippines, New Zealand, and Sri Lanka. PMG and other leading ICG subsidiary companies provide promotion planning, event production (especially B2B events (see Note 2)), marketing tool (see Note 3) creation, retail management (see Note 4), creative development, digital production, and other services. The activation agency group provides solutions and services in many countries to global clients.

The Hakuhodo Group is strengthening its specialist marketing service platforms as a means to realize its aim to be among the world's top marketing companies and help build clients' corporate value through integrated marketing and management competencies, as set out in the Group's 2014 –2018 Medium-Term Business Plan. By welcoming ICG, the Group will significantly enhance its responsiveness and proposal platforms in the activation business domain in Asia Pacific.

Man Haw Kong, ICG Chief Executive and Chief Financial Officer, said: "We are extremely delighted to be joining the Hakuhodo Group. We are confident that we can derive a lot of strategic value from the partnership by leveraging on our complementary strengths. We are looking forward to a very successful partnership, and to propel our business significantly in the coming few years with their support."

Aaron Ow, ICG Executive Director, said: "We are happy to be joining the Hakuhodo Group, as it allows us to access new clientele in the region and offer new holistic solutions to our clients. There is much synergy between ICG and the Hakuhodo Group; the partnership will open an exciting new chapter for ICG in the region."

Tim Jones, ICG Executive Director, commented on the business deal: "Over the last 21 years, ICG has grown exponentially in Asia Pacific to become the largest independent marketing communications firm in Asia Pacific. Today our journey takes an exciting new turn with ICG joining the Hakuhodo Group and their more than 120 years of company history. This brings together two companies with the shared aspiring goal of expansion of business in Asia Pacific. ICG is looking forward to working within the Group to the benefit of all our clients."

The Hakuhodo Group will continue to bolster its marketing service network in Asia in order to provide its marketing knowledge, based on its vast store of *sei-katsu-sha*¹ insight, to Japanese, local and,

¹ *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

global companies operating in many countries.

Note 1:

Activation: The understanding of consumer's real behavior and engaging them through promotions at various touchpoints such as retail, exhibition, event, showroom

Note 2:

B2B Events: Business to business events. Events that cater for business clients

Note 3:

Marketing Tools: All tools used for promotions, increasing brand awareness or brand preference

Note 4:

Retail Management: The managing and operating of marketing activities at the sales frontline in-stores

Outline of ICG

Name	Integrated Communications Group Pte Ltd
Head office	Singapore
Established	2003
Directors	Man Haw Kong Aaron Ow Tim Jones
Employees	440 (as of January 2017)
Business domain	Holding company of subsidiary companies such as PMG

Outline of PMG

Name	PMG Asia Pacific Pte Ltd
Head office	Singapore
Established	1995
Directors	Man Haw Kong Aaron Ow Tim Jones
Business domain	Promotion planning, event production (planning, management, and execution), creative development, digital production (app development, system development, web production, interactive, etc.), marketing tool creation (fixtures, catalogs, posters, premiums, etc.)

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■ About Hakuodo Inc.

Founded in 1895, Hakuodo Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuodo DY Group, the world's seventh largest agency company according to *Advertising Age's* "Agency Report 2016." Hakuodo has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuodo 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 Hakuodo'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