



News

博報堂 広報室

HAKUHODO

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TBWA\HAKUHODO named Campaign Asia Pacific's Creative Agency of the Year for the 6th consecutive year

Tokyo—December 11, 2015—Hakuhodo Group company TBWA\HAKUHODO Inc. (Minato-ku, Tokyo; Yuzo Sato, President and CEO) was named Creative Agency of the Year 2015 in the Japan category of the Agency of the Year Awards, hosted by the region's largest advertising industry magazine Campaign Asia Pacific. The win is TBWA\HAKUHODO's sixth in a row in the category.

The Creative Agency of the Year award represents a comprehensive recognition of the full scope of an agency's operations. It considers diverse facets such as: achievement of business goals, new business development efforts, human resource development and overall contribution to the industry. This year

TBWA\HAKUHODO was also given special recognition for excellence in the following individual and team categories in the Japan and Korea region: Agency Head, Creative, Talent Management Person/Team, Planner and Account Person. This year also marks the fourth time the agency has been presented the prestigious Agency Head of the Year. Received previously in 2011, 2013, and 2014, this year's award honored Yuzo Sato, who was appointed President and CEO of the agency in April.



– Agency Head of the Year
Yuzo Sato, President and CEO

– Creative of the Year
Takahiro Hosoda, Creative Director

– Talent Management Person/Team of the Year
Yuichiro Horie, Group Planning Director

– Planner of the Year
Masa Okazaki, Senior Planning Director

– Account Person of the Year
Toshiatsu Kobayashi, Interactive Supervisor/ Digital Strategist

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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 eighth 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