



News

博報堂 広報室

HAKUHODO

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New TEKO project team brings creativity to business growth under the co-direction of 5 creative and marketing directors

Tokyo—September 25, 2017—Hakuhodo (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising agency, is pleased to announce the launch of a new project team, TEKO, dedicated to leveraging creative ideas for the growth of our clients' business.

Rapid technological advances and the march of globalization have dramatically changed the consumer and corporate landscape. In response many companies have set about overhauling not merely their marketing and communications but their very business itself. We at Hakuhodo have already assumed a role in our client firms' efforts to achieve that; we are now launching the TEKO team in order to strengthen our involvement.

TEKO, which in Japanese means "lever," is a project team co-directed by five creative and marketing directors, who collaborate creatively across a broad range of fields including corporate business strategy, development of products and services, and internal reform, not to mention advertising and marketing.

TEKO conducts planning across the entire gamut of corporate activities. It goes beyond strategy and consultations to formulate concrete ideas, and even helps you execute them by placing the varied expertise of each of its members at your disposal.



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Creative Leverage for Growth

Itaru Yoshizawa
Creative Director
Highly experienced in management-oriented projects. Obtained a Sloan MSc from London Business School in 2016. The team's business strategy creative.

Business strategy



Social and storytelling



Kentaro Ichiki
Creative Director
Head of the design lab Where Art and Science Fall in Love. Marries innovation with your company or community story.

Product development

Tomoki Harada
Creative Director
Works on developing products and services as CCO of Quantum, the TBWA Group's startup incubator. The team's product development creative.



Services and internal



Tomonori Osawa
Creative Director
Has worked for many years on a full range of corporate projects: store development, new service development, restoring internal dynamism, etc. The team's service development and internal strategy creative.

Digital and data



Makoto Nakamura
Marketing Director
Has spent many years developing services tapping digital technology and consumer data. The team's digital and data creative.



Creative Leverage for Growth

A lever is a tool for moving heavy objects with less effort. Applying pressure as far as possible from the fulcrum provides a greater output force. That's the principle of leverage.

TEKO is Japanese for "lever." By applying our creativity at points far removed from conventional advertising—social issues, business, product development, data, distribution—we at TEKO generate ideas for leveraging corporate growth.

TEKO is a project team that takes a new approach to being creative.



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Members

Leader

Tomonori Osawa, Leader

Team Leader, Integrated Planning & Creative Division / Executive Creative Director

Upon joining Hakuhodo in 1996, Tomonori Osawa was assigned to the sales promotion section, where he worked on planning promotions in sectors like automobiles, beverages, finance, retail, and insurance. He later went on to handle mass media advertising, online campaigns, in-store promotions, and events as well. As creative director he has overseen many integrated communication campaigns for major corporations.

Today Tomonori has extended his bailiwick beyond marketing communications to embrace creative direction of all aspects of corporate activity, including developing new services and formulating measures for distribution and the internal area. His particular focus is on bringing products to individuals.

Tomoki Harada

Chief Creative Officer, Quantum

Tomoki Harada, who joined Hakuhodo in 1996, has worked at Hakuhodo and TBWA\HAKUHODO, as well as Chiat\Day in Los Angeles, handling creative direction and copywriting for major global brands.

Currently Tomoki leads the “DECs” team of designers, engineers, and creatives at Quantum, the Hakuhodo Group’s startup studio that helps new businesses get off the ground. He doesn’t merely formulate a business vision and concept; he works with engineers and product designers on developing the product or service itself.

Itaru Yoshizawa

Deputy General Manager, Brand & Innovation Design Division / Senior Creative Director

Itaru Yoshizawa joined Hakuhodo in 1996. As copywriter and creative director, he has worked on marketing strategy and branding, vision formulation, product and service development, and organizational reforms for major companies in a wide range of industries, including beverages, toiletries, automobiles, and life insurance. He has many unique achievements to his name, such as providing business strategy support to a venture firm at the growth stage, and developing a new concept for a local hospital. He obtained a Sloan MSc from London Business School in 2016.



Currently Itaru helps companies reinvent themselves by offering his support as creative director on both the management strategy and branding fronts.

Kentaro Ichiki

Founder and Editor in Chief, Where Art and Science Fall in Love / Senior Creative Director

Kentaro Ichiki, who joined Hakuhodo in 1998, is editor in chief of Where Art and Science Fall in Love, a publication that champions the need to take innovation design beyond the advertising field into society at large. As founder of the Where Art and Science Fall in Love design lab, whose staff come from such varied backgrounds as art, music, architecture, and programming, he has worked with numerous corporate management teams and local governments in Japan on innovative design projects pitting reason against emotion. He frequently collaborates with art schools and universities specializing in the natural sciences. Since 2014, when he was selected as a Young Global Leader at the World Economic Forum at Davos, he has expanded his horizons to the international stage.

Makoto Nakamura

Group Manager, Data-Driven Marketing Division / Marketing Director

Makoto Nakamura joined Hakuhodo in 1999. Since being assigned to the marketing section, he has worked on business and product development and campaign strategy for an impressive array of clients. He has particularly extensive experience in the area of integrated information strategy, having executed numerous communications campaigns seamlessly linking the mass media and the Internet. He has given frequent talks and presentations at official ad:tech sessions, the Japan Marketing Association, and other forums. Currently he engages in digital- and data-based marketing while holding a cross-appointment at Hakuhodo DY Holdings' Marketing Technology Development Division, where he conducts comprehensive planning encompassing digital, systems, and media.

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■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuholdo DY Group, Hakuholdo is the world's 6th largest advertising agency according to *Advertising Age's* "Agency Report 2017."

The Hakuholdo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuholdo 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 Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuholdo 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.hakuholdo-global.com



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