



# News

博報堂 広報室

**HAKUHODO**

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## Hakuhodo Group company TBWA\HAKUHODO wins 8 awards, including Japan/Korea Agency Head of the Year at *Campaign Asia Pacific's* 2017 Agency of the Year Awards

Tokyo—December 8, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has won 8 awards—including Japan/Korea Agency Head of the Year—at the 2017 Agency of the Year Awards held by Asia's premier advertising journal, *Campaign Asia Pacific*.

TBWA\HAKUHODO also won Japan Creative Agency of the Year Silver, and in the Japan/Korea people categories won awards in the Account Person, Agency Head, New Business Development Person/Team and Young Achiever categories. Digital Arts Network Tokyo, TBWA\HAKUHODO's digital arm, won the Japan Digital Agency of the Year Bronze.

Hakuhodo's Yuta Okuyama was named Japan/Korea Creative Person of the Year Runner-up.

The Agency of the Year awards recognize results in advertising and communication in the five regions Southeast Asia, Japan/Korea, Greater China, South Asia and Australia/New Zealand and are judged independently by *Campaign Asia Pacific*.



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Awards won

### **Agency awards**

- Silver, Japan Creative Agency of the Year: TBWA\HAKUHODO Inc.
- Bronze, Japan Digital Agency of the Year: TBWA\HAKUHODO / Digital Arts Network Tokyo

### **Person/Team awards**

- Winner, Japan/Korea Account Person of the Year: Sayaka Ohno, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Agency Head of the Year Winner: Akihiko Imai, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea New Business Development Team of the Year: Sayaka's Team, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Strategic/Brand Planner of the Year: Wataru Yamamoto, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Talent Management Person/Team of the Year: Hirotaka Fukatsu, TBWA\HAKUHODO Inc.
- Winner, Japan/Korea Young Achiever of the Year: Saiko Nakamura, TBWA\HAKUHODO Inc.
- Runner-up, Japan/Korea Creative Person of the Year: Yuta Okuyama, HakuHodo Inc./SIX Inc.

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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](http://www.hakuholdo-global.com)



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