



News

博報堂 広報室

HAKUHODO

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Hakuhodo Indonesia named Ad Agency of the Year for the second straight year at Citra Pariwara 2017

Hakuhodo's 4 agencies in Indonesia win a total of 59 awards

Tokyo—December 12, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that Hakuhodo Indonesia (Jakarta, Indonesia; Irfan Ramli, President Director) was named Advertising Agency of the Year for the second consecutive year at Citra Pariwara 2017 on December 8 in Jakarta, Indonesia. It was the fourth time for the agency to receive the coveted award at the Indonesian advertising awards, which were held this year for the 30th time.

Hakuhodo Indonesia received three Best of Category awards (Print & Print Craft, Out of Home, Direct Promotion), 5 Gold, 22 Silver and 19 Bronze, for a total of 46 awards.

The other agencies in Hakuhodo's network in Indonesia were also winners: PT Harkat Fitrah Mahir (Lotus:H) won 10 Bronze, PT Hardana Widya Mahir (Hybrid:H) one Silver and one Bronze, and PT Hita Wistara Mahir (H:Three) one Bronze, for a total of 59 awards for the four agencies.



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■ About Hakuhodo

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

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. 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-global.com



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