



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

tel:03-6441-6161 fax:03-6441-6166

www.hakuhodo.co.jp

Hakuhodo Indonesia, Hakuhodo Network Indonesia win prizes at *Campaign Asia Pacific's* 2017 Agency of the Year Awards

Tokyo—December 15, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is delighted to announce that Hakuhodo Indonesia managing director R.E. Budiastuti was named Southeast Asia Account Person of the Year at the 2017 Agency of the Year Awards held by Asia's premier advertising journal, *Campaign Asia Pacific*.

Hakuhodo Network Indonesia also won the Indonesia Creative Agency of the Year Silver at the awards presentation held on December 14 in Singapore.

Held this year for the 24th time, Agency of the Year recognizes inspired leadership, management excellence, outstanding business performance and overall brilliance from across the Asia-Pacific advertising and communications industry.

Person/Team award

- Winner, Southeast Asia Account Person of the Year: R.E. Budiastuti

Agency awards

- Silver, Indonesia Creative Agency of the Year: Hakuhodo Network Indonesia



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Media contacts:

Corporate Public Relations Division

Kunio Eto: kunio.eto@hakuhodo.co.jp

Satoshi Ookubo: satoshi.ookubo@hakuhodo.co.jp

Tel: +81 3 6441 6161 Fax: +81 3 6441 6166

■ 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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