



# News

博報堂 広報室

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## Hakuhodo enters the Philippines via creative hotshop IdeasXMachina (IXM)

Tokyo—April 5, 2018—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan’s second largest advertising conglomerate, is pleased to announce its acquisition of shares in IdeasXMachina Advertising, Inc. (IXM), an ad agency operating in the Philippines.

IXM is a young, up-and-comer creative engineering company with strengths in both above-the-line and cyber. It is organized around Third Domingo, the company’s founder and CEO, who started his career as a bemedalled copywriter and creative director. Having won a great number of advertising awards in the Philippines in the film, design and effectiveness categories, the company is well-known inside and outside the ad industry despite its young, quirky team. They are the inventors of the highly talked about HR innovation called the “Love Life Benefits™.” At the Agency of the Year Awards held by Asia’s premier advertising journal, *Campaign Asia*, IXM won Independent Agency of the Year three years in a row and is the reigning New Business Development Team of The Year. Third Domingo himself was also selected as one of *Campaign Asia*’s “40 Under 40” in 2016, grabbing much attention as a young manager leading the team at IXM. Four other employees of IXM have been awarded “Women to Watch” and “Southeast Asia Young Achievers of The Year.”

With the addition of IXM as a new member, the Hakuhodo Group aims to strengthen its integrated marketing capabilities in a Philippines market where consistent high economic growth of 6–7% a year is expected, and provide high-quality services to both Japanese and local clients.

Third Domingo commented: “I am delighted to be a member of the Hakuhodo Group. Other networks and big name-brand agencies have shown interest in IXM before. But in Hakuhodo I found the determined pursuit of ingenious work and the groundedness of strategy that are important to me. I also witnessed the genuine care that they have for their people and their humble, respectful handling of client business. I truly admire Hakuhodo’s view of the consumer not as a target only, but as an evolving human person with real-life wants and needs. This partnership will help further increase the value of Hakuhodo’s creative foothold without losing our cherished Filipino ethos. I plan to grow the business even more in the next two years and become the strongest office in Asia and the Pacific in the next five.



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The Hakuodo Group will continue to expand its marketing services network across Asia in order to provide *sei-katsu-sha* insight-based marketing knowledge to Japanese, local, and global companies in whatever country they operate.



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■ About Hakuodo

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

The Hakuodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.



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*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](http://www.hakuhodo-global.com)



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