



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 acquires shares in Philippines brand agency Beginnings Communications, Inc. and events and activations company eNAV Logistics Management Services, Inc.

Tokyo—September 20, 2018—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that it has acquired shares in brand agency Beginnings Communications, Inc. (BCI) and events and activations company eNAV Logistics Management Services, Inc. (eNAV), both of the Philippines.

BCI is a brand agency with strengths in corporate and product and service branding in both creative and promotion. It has a track record in supporting a broad range of Japanese and global clients, in addition to local Filipino companies. In recent years, it has also been focusing energy on data-driven branding, and has collaborated with Hakuhodo on numerous projects. eNAV is a company with a proven record in planning and organizing events and activations large and small across the Philippines.

By welcoming BCI and eNAV into the Hakuhodo Group, the Group strengthens its integrated marketing response capabilities in the Filipino marketplace, where sustained high growth of 6–7% per annum is forecast, and will provide high quality services to Japanese and local clients.

“We are very excited to be part of the Hakuhodo family and represent them in the Philippines. Hakuhodo is a welcome partner that will further strengthen the synergized thrust of BCI and eNAV in integrated communications. Hakuhodo’s expertise in data-driven marketing reinforces our own team’s expertise in people-centered and experiential marketing. We believe that combined with our empathy for the local pulse, Hakuhodo’s global view now offers our clients a uniquely empowering advantage. Together, we look forward to fulfilling our joint commitment to forging relationships and inventing the future,” said Gemma G. Alcantara, CEO of the two companies.

The Hakuhodo Group will continue to expand its marketing service network in Asia to provide marketing knowledge based on *sei-katsu-sha*¹ insight we have amassed until now to Japanese, local and global clients in each country.

¹ *Sei-katsu-sha* are more than simply consumers, just as people’s lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

About BCI

Name: Beginnings Communications, Inc.
Location: Manila, Philippines
Established: 1997
CEO: Gemma G. Alcantara
Employees: 30
Business: Creative, promotion, web marketing

About eNAV

Name: eNAV Logistics Management Services, Inc.
Location: Manila, Philippines
Established: 2002
CEO: Gemma G. Alcantara
Employees: 23
Business: Events and activations



BCI staff members

■ 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 2018."

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.

Sei-katsu-sha insight is the foundation for Hakuodo'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. Hakuodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuodo 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.hakuodo-global.com

Media contacts:
Corporate Public Relations Division
koho.mail@hakuodo.co.jp