

Devi Attamimi appointed new Institute Director of Hakuhodo Institute of Life and Living ASEAN

Tokyo—April 26, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Devi Attamimi has been appointed Institute Director of Hakuhodo Institute of Life and Living ASEAN (HILL ASEAN), a think tank that researches ASEAN *sei-katsu-sha*¹.

Established in 2014, HILL ASEAN was incorporated in Thailand in March 2017. It supports the marketing activities of companies in the ASEAN region with insights and recommendations on ASEAN *sei-katsu-sha*.

New Institute Director Devi Attamimi joined Hakuhodo Indonesia as a Strategic Planning Director in 2011. She now serves as Executive Director Strategy of Hakuhodo Network Indonesia, a multidimensional group of Hakuhodo companies in Indonesia, where her role is to lead the strategic planning team and act as brand consultant for clients. In addition, Devi has a pivotal role at HILL ASEAN, where she has conducted research and analysis from *sei-katsu-sha* perspectives as a researcher since the Institute’s establishment.

With the appointment of Devi as Institute Director, HILL ASEAN is placing greater importance on the perspectives of non-Japanese staff from Hakuhodo's ASEAN offices, boosting research not only into understanding current *sei-katsu-sha* lifestyles, but into reading and making recommendations about trends in future *sei-katsu-sha* lifestyles. Through this, we will provide further support for client marketing activities tailored to emerging *sei-katsu-sha* changes.

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.



Farhana E. Devi Attamimi

Executive Director Strategy, HakuHodo Network Indonesia

After graduating from Institut Pertanian Bogor in 2000, Devi Attamimi joined a global advertising agency, moving to HakuHodo Indonesia in 2011 as Strategic Planning Director. She was appointed as Executive Director Strategy in 2015 and is responsible for leading the strategic team of several HakuHodo companies in Indonesia. Aside from developing strategies for clients' marketing, she also conducts research and analysis and makes presentations from *sei-katsu-sha* perspectives at HakuHodo Institute of Life and Living ASEAN, where she has participated as a researcher since 2014.

■ 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 2018."

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

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