

Hakuhodo Group company Hakuhodo Kettle welcomes new President and Co-CEO

Tokyo—October 1, 2019—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Kettle Inc., a member of the Hakuhodo Group, welcomed a new President and Co-CEO on October 1, 2019.

New role	Previous role	Name
President & Co-CEO		Ikuko Ota
Representative Director & Co-CEO		Ken Funaki
Director Corporate Officer, Hakuhodo Inc. (concurrent position)	President & Co-CEO Corporate Officer, Hakuhodo Inc. (concurrent position)	Koichiro Shima
Director General Manager, Global Integrated Solution Division, Hakuhodo Inc. (concurrent position)	Representative Director & Co-CEO General Manager, Global Integrated Solution Division, Hakuhodo Inc. (concurrent position)	Kentaro Kimura

Since its establishment in 2006, Hakuhodo Kettle has created new forms of communication under the leadership of Co-CEOs Koichiro Shima and Kentaro Kimura. As the forms of communication change with the times, the baton has been passed to the next generation with a new Co-CEO so that the company continues to be a top runner in the communication field.

Under the new leadership structure, Hakuhodo Kettle will continue to provide innovative integrated communication solutions, unbound by traditional advertising frameworks.

Media contacts:

Corporate Public Relations Division

koho.mail@hakuholdo.co.jp

Reference

Ikuko Ota

President & Co-CEO



Ikuko Ota joined Haku Kettle Inc. in 2001. As a strategic planner, she was involved in planning management and marketing strategies and product development for various clients. Seconded to Haku Kettle in 2012, she constructed integrated communication for various clients as a creative director. In 2015, she established a specialist PR team at Haku Kettle and served as its leader. She has won numerous advertising awards, including at Cannes Lions International Festival of Creativity. In 2018, she served on the PR Jury at Spikes Asia.

Ken Funaki

Representative Director & Co-CEO



Ken Funaki joined Haku Kettle Inc. in 1996. Following a stint at Haku Kettle Creative Vox, he was instrumental in establishing Haku Kettle in 2006. Drawing on perspectives from his art background, his work as Creative Director involves developing businesses for clients, commercials, events and PR in all media. He has won Silver at Cannes Lions, Gold at Clio Awards, Gold at ADC Awards, a Yellow Pencil at D&AD Awards and Gold at Spikes Asia, among other awards.

About Haku Kettle Inc.

Established: April 3, 2006

Business: Creative planning, production work, campaign direction, production, account planning, brand consulting, entertainment and content, product development



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