

Hakuhodo Network Indonesia wins Network Agency of the Year



Tokyo—November 1, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Network Indonesia (HNI) has won Network Agency of the Year, 5 Gold, 1 Silver and 1 Bronze at Marketing Interactive’s Agency of the Year Awards 2019, held at the InterContinental Jakarta Pondok Indah Hotel, Indonesia, on October 24, 2019.

HNI’s CEO, Irfan Ramli, said that this triumph is supported by the network’s local talents, who are able to go international. “We are an agency network that has wide connections. But despite that, we also have local talents with global standard skills. Their ability is what enabled us to win this big,” he said.

The Marketing Interactive Agency of the Year Awards recognize and reward results in marketing and advertising. After being held in Singapore 11 times and Malaysia nine times, an Indonesia edition of the event was held for the first time this year.

Hakuhodo Network Indonesia (HNI) consists of agencies Hakuhodo Indonesia, Lotus:H, Hybrid:H, H:Three, and H:Digital.

Awards won

- Overall Network Agency of the Year: Hakuhodo Network Indonesia
- Gold: Overall Agency of the Year: H:Three
- Gold: Content Marketing Agency of the Year: H:Digital
- Gold: Creative Agency of the Year: Hakuhodo Indonesia
- Gold: Event Marketing Agency of the Year: H:Three
- Gold: Experiential Marketing Agency of the Year: H:Three
- Silver: Full Service Agency of the Year: Lotus:H
- Bronze: Integrated Marketing Agency of the Year: H:Three

■ 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 4th largest advertising agency according to *Advertising Age's* "Agency Report 2019."

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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