

## Hakuhodo Group company TBWA\HAKUHODO wins 9th Japan Creative Agency of the Year at *Campaign Asia-Pacific's* Japan/Korea Agency of the Year 2019

Tokyo—December 6, 2019—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has won Japan Creative Agency of the Year for the ninth time at Japan/Korea Agency of the Year 2019 hosted by *Campaign Asia-Pacific*, Asia's largest advertising magazine. The company collected Gold in four categories, including Japan/Korea Best Culture, winning a total of seven awards—five in Agency categories and two in People categories.



The Agency of the Year Awards recognize achievements in advertising and communication in the five regions Australia/New Zealand, Greater China, Japan/Korea, South Asia, Southeast Asia and are judged independently by *Campaign Asia-Pacific*.

### Awards won

#### *Agency categories*

- Gold, Japan Creative Agency of the Year: TBWA\HAKUHODO
- Gold, Japan/Korea Best Culture: TBWA\HAKUHODO
- Gold, Japan/Korea Social Media Agency of the Year: TBWA\HAKUHODO "SOCIAL MEDIA COLLECTIVE"
- Gold, Japan/Korea Talent Development Program of the Year: TBWA\HAKUHODO HR Team
- Silver, Japan/Korea Consultancy of the Year: Disruption Consulting

#### *People categories*

- Winner, Japan/Korea Creative Person of the Year: Keisuke Shimizu, Senior Art Director, TBWA\HAKUHODO
- Winner, Japan/Korea Strategic/Brand Planner of the Year: Takanori Akahoshi, Strategic Planning Supervisor, TBWA\HAKUHODO

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