

## Hakuhodo begins operation of Hakuhodo Digital Vietnam, a full-service digital agency in Vietnam

Tokyo—January 14, 2020—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Digital Vietnam (headquarters: Ho Chi Minh City; CEO Emmanuel James Mangahas) commenced operations in Vietnam, a market experiencing burgeoning digital business growth, this month.

Vietnam continues to enjoy robust economic growth, with a GDP growth rate for January–September 2019 of 7%<sup>1</sup>. This has led to the rapid adoption of digital transformation throughout society. Mobile social media user numbers have also grown by around 16%<sup>2</sup> compared to last year, an astonishing rate compared to those of industrialized countries. All this has seen unprecedented need for information dissemination and product promotion measures leveraging digital media.

The new agency, Hakuhodo Digital Vietnam, is a full-service digital agency that provides a full complement of digital marketing services in one stop, from digital strategy planning and creative development to media planning, buying and content services. A particular strength is strategic planning that creates best matches between all kinds of online communication channels and targets, based on the Hakuhodo Group’s *Sei-katsu-sha*<sup>3</sup> Insight philosophy. The agency is also expert at gaining engagement using PR methods such as influencer marketing, which has great pull on the purchases of young people.

CEO EJ Mangahas said: “Hakuhodo Digital Vietnam aims to provide actionable and business-effective digital business solutions for clients leveraging deep insight into *sei-katsu-sha*. With the advent of the completely digitalized society in Vietnam, we look forward to providing superior value as a member of the Hakuhodo Group.”

Hakuhodo has provided marketing solutions to global and local clients in Vietnam through two core companies since 2002. In 2018, we further strengthened our business base in the country by subsidiarizing a major local independent agency group. With the launch of Hakuhodo Digital Vietnam, we are further bolstering this foundation as we seek to enhance our problem-solving capabilities in the ASEAN region.



CEO Emmanuel James Mangahas

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<sup>1</sup> Source: JETRO Business Newsletter (Vietnam), Japan External Trade Organization

<sup>2</sup> Source: Digital 2019 Vietnam, We Are Social and Hootsuite

<sup>3</sup> *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.

## About HakuHodo Digital Vietnam

Name: HakuHodo Digital Vietnam Co., Ltd.  
Location: Ho Chi Minh City, Vietnam  
CEO: Emmanuel James Mangahas  
Employees: 40  
Business: Digital strategy planning; campaign and activation planning; creative development; content production and marketing; social media operation, monitoring and analysis; media planning, buying, analysis and optimization

### ■ 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.

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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](http://www.hakuhodo-global.com)

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