

Hakuholdo's Yusuke Kanda wins Creator of the Year 2019

Tokyo—April 1, 2020—Hakuholdo Inc., Japan's second largest advertising company, is delighted to announce that Hakuholdo Creative Director Yusuke Kanda has been selected as the Japan Advertising Agencies Association (JAAA)'s Creator of the Year 2019.

The Creator of the Year award was initiated by JAAA in 1989 to recognize the individual that undertook the most outstanding creative work in advertising communication in the preceding year. Kazunori Kawagoshi of Dentsu Inc. also received the award this year.



Yusuke Kanda was recognized for creating the 10-second web drama series, a totally new kind of content that attracted fans in Japan and around the world, and for leaping beyond advertising space/time, creating fresh, high-quality content by overseeing the planning of a TV drama series.

Kanda said:

"I still can't believe that I have been compared with the previous winners of this wonderful award by being honored with it myself. It both encourages me and makes me determined to work even harder. I will redouble my efforts so as to live up to this award and the many people that supported me in creating these works."

Other Hakuholdo DY Group personnel to be selected among this year's eight Creator of the Year Medalists were Tomohiko Kawanishi (Creative Director, Integrated Planning & Creative Div., Hakuholdo Inc.), Nobuhiro Arai (Creative Director, Disruption Lab, TBWA\HAKUHODO), Yo Kimura (Senior Art Director, Disruption Lab, TBWA\HAKUHODO), and Sanshiro Shimada (General Manager, Creative & Technology Div. and Executive Manager, Integrated Creative Dept., Hakuholdo DY Media Partners Inc.).

■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuholdo DY Group, Hakuholdo is the world's 4th largest advertising agency according to *Advertising Age's* "Agency Report 2019."

The Hakuholdo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuholdo 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 Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuholdo 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.hakuholdo-global.com

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