

Yang Yeo narrates creativity manifesto for LIONS launch film

Tokyo—October 30, 2020—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Yang Yeo, Creative Officer at Hakuhodo International, has been selected by Cannes Lions as one of five creative legends from all corners of the world to create a brand film for the launch of the LIONS digital masterbrand.

LIONS - The Home of Creativity will provide the global community with a year-round destination and equip them with support, tools and insights to better understand and adopt the transformational power of creativity.

The five creative legends

Yang Yeo (Creative Officer, Hakuhodo International)

Tea Uglow (Creative Director, Creative Lab in Sydney, Google)

Josy Paul (Chairman & CCO, BBDO India)

Chaka Sobhani (CCO, Leo Burnett)

PJ Pereira (Creative Chairman, Pereira & O'Dell)



Yang Yeo said:

“We are honored that Cannes Lions has selected Hakuhodo as a voice representing “Progress through Creativity” and I am especially excited to partner with Cannes Lions to narrate this new masterbrand film. Creativity is hard: there is no finish line, it’s a continuation of milestones, but it has always been in our DNA. I hope this film will go on to inspire Hakuhodo’s talent so we can create more innovative, impactful and meaningful work for the brands with which we partner.”

The film narrated by Yang Yeo can be viewed from the link below.
<https://youtu.be/vB6khHQzisA>

The film narration

Creativity is extraordinary.

It can come from anywhere and exists in everyone. It is in her, in him... and in them.

Blurring the lines between code and chaos, it can take any shape, some of which you would never expect. Like all of us, it's a work in progress.

When I choose creativity, I take the harder path, the unfinished search in pursuit of the exceptional, a sprint forward when there is no finish line.

Creativity has the power to transform people, build business and shape society in a way that nothing else can.

It walks with me every step of the way, through all stages and diversions. It's insight and inspiration, encouragement and connection, milestones and magic.

Creativity is not only in anyone but for everyone.

Whoever you are, wherever you are, stay restless. Aim higher. Push forward.

■ 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 third largest advertising agency according to *Advertising Age's* "Agency Report 2020."

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world. The Group is strengthening its structure Asia and elsewhere as it prepares to further expand its business worldwide.

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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