

## Hakuhodo Group company TBWA\HAKUHODO wins its 10th Japan Creative Agency of the Year Gold at Campaign Agency of the Year 2020

## IXM wins Asia-Pacific Talent Development Program of the Year in Asia-Pacific and Network of the Year

Tokyo—December 4, 2020—Hakuhodo Inc., Japan's second largest advertising company, is delighted to announce that Hakuhodo Group company TBWA\HAKUHODO has been awarded the Japan Creative Agency of the Year Gold for the tenth time in *Campaign Asia-Pacific* magazine's Agency of the Year 2020. The agency won awards in three Agency categories, including Japan/Korea Best Culture, and four People/Team categories for a total of seven awards in the Japan/Korea awards.



Hakuhodo Group company IdeasXMachina Advertising, Inc. (Philippines) won the Asia-Pacific Talent Development Program of the Year in the Asia-Pacific and Network of the Year awards.

Additionally, in the Southeast Asia awards, the Group's Winter Agency Co. Ltd. (Thailand) won awards in three Agency categories, including the Southeast Asia Social Media Agency of the Year Gold. IdeasXMachina Advertising, Inc. (Philippines) and its business units won awards in five categories; four Agency categories, including Southeast Asia Best Culture Gold, and one People/Team category.

Campaign Agency of the Year recognizes outstanding business performance in advertising and communications in awards for Australia/New Zealand, Greater China, Japan/Korea, South Asia, Southeast Asia, Asia-Pacific and Network of the Year. Scores are awarded independently by *Campaign Asia-Pacific* magazine.

### Awards won

#### Japan/Korea: Agency

- Gold, Japan Creative Agency of the Year: TBWA\HAKUHODO
- Gold, Japan/Korea Best Culture: TBWA\HAKUHODO
- Gold, Japan/Korea Agency Marketer Partnership of the Year: TBWA\HAKUHODO Nissan United / Nissan

### **Japan/Korea: People/Team**

- Japan/Korea Account Person of the Year: Sayaka Ohno (TBWA\HAKUHODO)
- Japan/Korea Agency Head of the Year: Chris Iki (TBWA\HAKUHODO)
- Japan/Korea Creative Person of the Year: Masaya Asai (TBWA\HAKUHODO)
- Japan/Korea Strategic/Brand Planner of the Year: Patrycja Sojka (TBWA\HAKUHODO)

### **Asia-Pacific and Network of the Year: Agency**

- Asia-Pacific Talent Development Program of the Year: IdeasXMachina Advertising, Inc., Philippines

### **Southeast Asia: Agency**

- Gold, Southeast Asia Social Media Agency of the Year: Winter Agency Co., Ltd., Thailand
- Gold, Southeast Asia Best Culture: IdeasXMachina Advertising, Inc., Philippines
- Gold, Southeast Asia Talent Development Program of the Year: IdeasXMachina Advertising, Inc., Philippines
- Bronze, Southeast Asia Market Research Agency of the Year: Brand-Y, Philippines (a business unit of IdeasXMachina)
- Gold, Thailand Independent Agency of the Year: Winter Agency Co., Ltd., Thailand
- Silver, Thailand Digital Agency of the Year: Winter Agency Co., Ltd., Thailand
- Bronze, Philippines PR Agency of the Year: PRIXM, Philippines (a business unit of IdeasXMachina)

### **Southeast Asia: People/Team**

- Southeast Asia Young Achiever of the Year: Christine “Rain” Gamboa (IdeasXMachina Advertising, Inc., Philippines)

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

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Media contacts:  
Corporate Public Relations Division  
koho.mail@hakuhodo.co.jp