

**IdeasXMachina wins big at Global Agency of the Year  
Account Leader, Strategic Planning Leader,  
Talent Management Person/Team and Best Place to Work: Individual Shop**



Tokyo—May 13, 2021—Hakuhodo Inc. is pleased to announce that Philippines-based Hakuhodo Group company IdeasXMachina Group has won four awards—Account Leader, Strategic Planning Leader, Talent Management Person/Team, and Best Place to Work: Individual Shop—at *Campaign's* Global Agency of the Year Awards 2020.

The Global Agency of the Year Awards were launched in 2020. They bring together winners from *Campaign's* Asia-Pacific, UK/Europe/Middle East/Africa and US regional Agency of the Year schemes, as well as the Creative Network winners, to discover who really is the best of the best. A Global Agency of the Year award is considered the most prestigious recognition an agency or individual in the industry can receive on the global stage.

## **Awards won**

### **Winners:**

- Account Leader: Edge "Eggy" Montero, IdeasXMachina Group
- Strategic Planning Leader: Jade "Jedd" Ilagan, IdeasXMachina Group
- Talent Management Person/Team: IdeasXMachina Group
- Best Place to Work: Individual Shop: IdeasXMachina Group

### **Finalists:**

- Agency Leader: Third Domingo, IdeasXMachina Group
- PR Agency: PRIXM, IdeasXMachina Group



*Edge "Eggsy" Montero  
Global Account Leader of the Year*



*Jade "Jedd" Ilagan  
Global Strategic Planning Leader of the Year*



*IdeasXMachina Group  
Global Talent Management Team of the Year, Global Best Place to Work: Individual Shop of the Year*

#### ■ About Hakuodo

Founded in 1895, Hakuodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuodo DY Group, Hakuodo is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021."

The Hakuodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuodo 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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