

## **Hakuhodo forms a strategic partnership with Appirio Japan of India's Wipro Group, sets up a marketing platform redesign team**

### **Creating brand experiences that bring companies and *sei-katsu-sha* together**

Tokyo—February 1, 2021—Hakuhodo Inc., the world's third largest advertising company, is pleased to announce that it has formed a strategic partnership with Tokyo-based Appirio Japan, K.K. (General Manager & Country Head: Kazuhiro Fujii), a member of India's Wipro Group, a leading IT services provider. The goal of the partnership is to leverage cloud solutions as a means of driving clients' business growth and reinventing their marketing by empowering their digital transformation (DX). A marketing platform redesign team has been set up to create brand experiences that bring clients and *sei-katsu-sha*<sup>1</sup> together by harnessing cloud solutions.

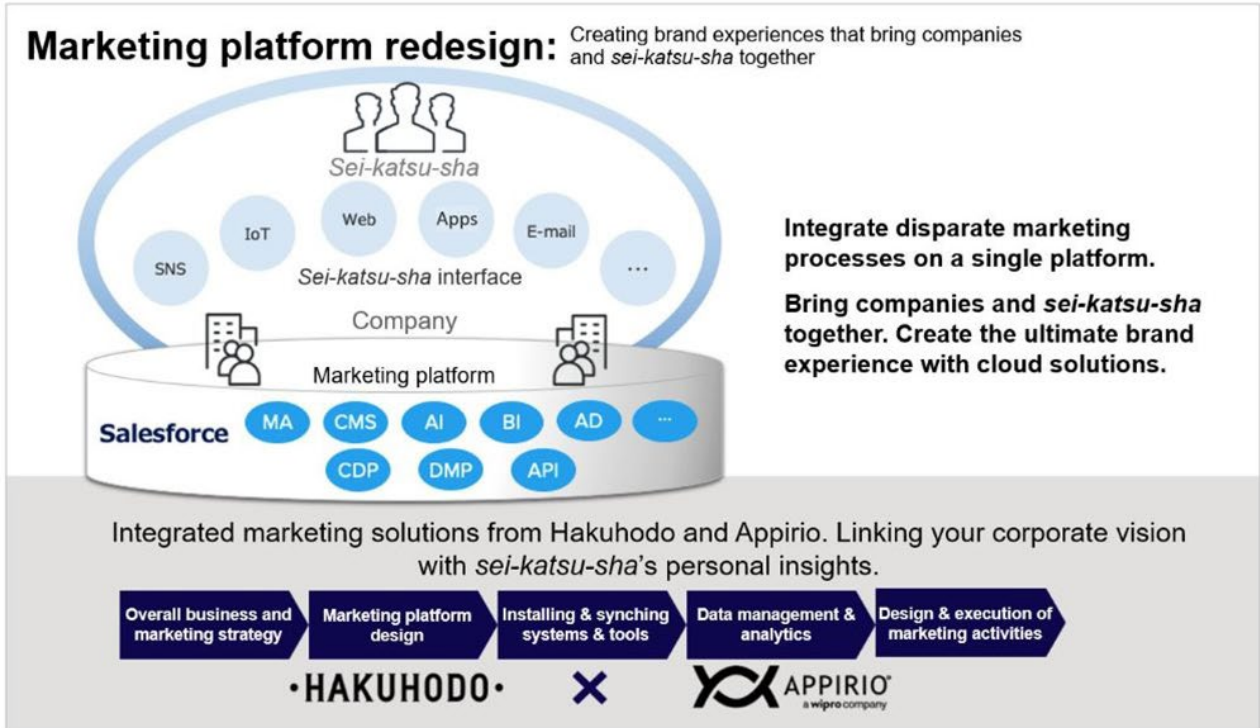
Appirio, a global consulting firm, is one of Salesforce's global strategic partners. As such it is highly respected for harnessing a full range of cloud solutions as a means of implementing value chain DX and delivering cutting-edge customer experiences. Its avowed corporate mission is to take the customer experience to a whole new level. That it accomplishes by qualitatively improving the job that the client firm's employees do as the contact point between the client and the people it serves. To date Appirio has more than 4,000 Salesforce installations to its name worldwide. Hakuhodo's forte is its keen insight into *sei-katsu-sha* behavior. By applying the latest data marketing techniques and designing communication that combine digital with analog, it offers integrated marketing services that bring new value to the engagement experience.

A new marketing platform redesign team is being set up under this partnership. This team is designed to maximize marketing impact by integrating disparate marketing processes on Salesforce or another cloud solution platform. It will be able to offer a world-class one-stop service that runs the gamut: from formulating business and marketing strategies based on the client's challenges to designing marketing platforms, installing and synching cloud solutions, data management and analytics, and designing and executing advertising and CRM activities. Further, the team will, by applying its strengths in communication design, create meaningful brand experiences that bring companies and *sei-katsu-sha* together.

In addition, the team will provide seamless support to clients with their domestic and international marketing activities, building on Appirio's success stories worldwide by tapping into its global network and extensive knowledge of Salesforce Marketing Cloud.

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<sup>1</sup> "*Sei-katsu-sha*" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.



Appirio seeks to deliver a pleasant work experience to clients' employees and partners by applying cloud solutions. HakuHodo creates value through creativity. Together, we will help clients grow their business and reinvent their marketing.

■ About HakuHodo

Founded in 1895, HakuHodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, HakuHodo is the world's third largest advertising agency according to *Ad Age*'s "Agency Report 2021." The company is the core agency of the HakuHodo DY Group.

*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.

With *sei-katsu-sha* insight as its cornerstone, HakuHodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, HakuHodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: [www.hakuHodo-global.com](http://www.hakuHodo-global.com)

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## About Appirio



### ■ Japan Office

Name: Appirio Japan, K.K.  
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Established: November 11, 2008  
Business: Consulting on installation of public cloud systems  
Resource hub: <https://hub.appirio.jp/news>  
Website: <https://appirio.jp/>

### ■ Corporate Headquarters (USA)

Name: Appirio Inc.  
Address: 201 S. Capitol Ave. Suite 1100, Indianapolis, IN  
Established: 2006  
Representative: Hari Raja, Global Head  
Website: <https://appirio.com/>