

IXM again wins Asia-Pacific Talent Development Program of the Year

TBWA\HAKUHODO awarded Japan/Korea Best Culture Gold for the third consecutive year at Campaign Agency of the Year 2021

Tokyo—December 15, 2021—Hakuhodo Inc., the world's third largest advertising company, is pleased to announce that Hakuhodo Group company IdeasXMachina Advertising, Inc. (Philippines) has won Asia-Pacific Talent Development Program of the Year for the second consecutive year at the Campaign Agency of the Year 2021 Asia-Pacific awards presentation. The agency also received a Commendation in Asia-Pacific Best Culture at the awards, which are presented by *Campaign Asia-Pacific*, Asia's largest advertising magazine.

In addition, TBWA\HAKUHODO won Japan/Korea Best Culture Gold for the third time and five other awards, including two in Agency categories and three in People categories.



In the Southeast Asia region, the Group's IdeasXMachina Advertising, Inc. (Philippines) won two Silver in the Agency categories including Southeast Asia Talent Development Program of the Year and Southeast Asia Account Person of the Year in the People category, Winter Egency Co. Ltd. (Thailand) won Southeast Asia Customer Engagement Agency of the Year Bronze, and Wolf Bkk (Thailand) won Thailand Creative Agency of the Year Bronze.

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. Scores are awarded independently by *Campaign Asia-Pacific* magazine.

Awards won

Asia Pacific and Network: Agency

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

Japan/Korea: Agency

- Gold, Japan/Korea Best Culture: TBWA\HAKUHODO
- Silver, Japan Creative Agency of the Year: TBWA\HAKUHODO
- Bronze, Japan Digital Agency of the Year: TBWA\HAKUHODO

Japan/Korea: People

- Japan/Korea Agency Head of the Year: Akihiko Imai (TBWA\HAKUHODO)
- Japan/Korea Creative Person of the Year: Yuhei Ito (TBWA\HAKUHODO)
- Japan/Korea Young Achiever of the Year: Ayumi Dejima (TBWA\HAKUHODO)

Southeast Asia: Agency

- Silver, Southeast Asia Talent Development Program of the Year: IdeasXMachina Advertising, Inc., Philippines
- Silver, Southeast Asia Market Research Agency of the Year: Brand-Y (IdeasXMachina Advertising, Inc.), Philippines
- Bronze, Southeast Asia Customer Engagement Agency of the Year: Winter Agency Co., Ltd., Thailand
- Bronze, Thailand Creative Agency of the Year: Wolf Bkk, Thailand

Southeast Asia: People

- Southeast Asia Account Person of the Year: Katrina "Storm" Surla (IdeasXMachina Advertising, Inc., Philippines)

■ 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

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