

## IdeasXMachina wins at *Campaign's* Global Agency of the Year Awards

### Awarded Talent Management Person/Team of the Year Gold and Best Place to Work: Individual Shop Bronze

Tokyo—Hakuhodo Inc. is pleased to announce that Philippines-based Hakuhodo Group company IdeasXMachina Group has won two awards—Talent Management Person/Team of the Year Gold and Best Place to Work: Individual Shop Bronze—at *Campaign's* Global Agency of the Year Awards 2021. It was IdeasXMachina's second consecutive Talent Management Person/Team of the Year trophy.

*Campaign's* Global Agency of the Year Awards were launched in 2020. Judged exclusively by brand marketers, the awards recognize talent, creativity and effectiveness but also consider a range of additional measures, such as new business performance, thought-leadership, innovation, culture and values. They are considered the most prestigious recognition an agency or individual in the industry can receive on the global stage.

#### Awards won

##### Gold

- Talent Management Person/Team of the Year: IdeasXMachina Group

##### Bronze

- Best Place to Work: Individual Shop: IdeasXMachina Group



*IdeasXMachina Group*

*Talent Management Person/Team of the Year (Gold), Best Place to Work: Individual Shop (Bronze) winners*

## ■ 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 second largest advertising agency according to *Ad Age's* "Agency Report 2022." It 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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