

IdeasXMachina Group again wins big at Agency of the Year

TBWA\HAKUHODO also awarded Japan/Korea Best Culture Gold for the fourth consecutive year at *Campaign's* Agency of the Year 2022

Tokyo—December 22, 2022—Hakuhodo Inc., the world's second largest advertising company, is pleased to announce that Philippines-based Hakuhodo Group company IdeasXMachina Group, Thailand-based Wolf BKK, and Malaysia-based Kingdom Digital Solutions have won awards at the *Campaign* Agency of the Year 2022 Southeast Asia awards presentation.

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



In the Southeast Asia region, the Group's IdeasXMachina Advertising, Inc. (Philippines) won one Gold in the Agency categories for Southeast Asia Best Culture, one Silver for Southeast Asia Talent Development Program of the Year, and one Bronze for Southeast Asia Production Company of the Year via IdeasXMachina Group company FART: Visibles & Final Art Production; Wolf BKK (Thailand) won Thailand Creative Agency of the Year Bronze; and Kingdom Digital Solutions (Malaysia) won Malaysia Independent Agency of the Year Bronze.*

* An independent agency at the time of entry, Kingdom Digital Solutions has been part of the Hakuhodo Group since August 2022.

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

Awards won

Southeast Asia: Agency

- Gold, Southeast Asia Best Culture: IdeasXMachina Advertising, Inc. (Philippines)
- Silver, Southeast Asia Talent Development Program of the Year: IdeasXMachina Advertising, Inc. (Philippines)
- Bronze, Southeast Asia Production Company of the Year: FART: Visibles & Final Art Production (a IdeasXMachina Group company) (Philippines)
- Bronze, Thailand Creative Agency of the Year: Wolf BKK (Thailand)
- Bronze, Malaysia Independent Agency of the Year: Kingdom Digital Solutions (Malaysia)

Southeast Asia: People

- Southeast Asia Young Business Leader of the Year: Jade “Jedd” Ilagan, IdeasXMachina Advertising, Inc. (Philippines)

Japan/Korea: Agency

- Gold, Japan/Korea Best Culture: TBWA\HAKUHODO (Japan)
- Silver, Japan/Korea Brand Experience Agency of the Year: TBWA\HAKUHODO (Japan)
- Silver, Japan/Korea Production Company of the Year: TBWA\HAKUHODO (Japan)
- Bronze, Japan Creative Agency of the Year: TBWA\HAKUHODO (Japan)
- Bronze, Japan/Korea Social Media Agency of the Year: TBWA\HAKUHODO (Japan)

Japan/Korea: People

- Japan/Korea Account Person of the Year: Shun Ozawa, TBWA\HAKUHODO (Japan)
- Japan/Korea Strategic/Brand Planner of the Year: Emi Fujita, TBWA\HAKUHODO (Japan)
- Japan/Korea Young Achiever of the Year: Misa Masuda, TBWA\HAKUHODO (Japan)

■ 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.” 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 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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