

## IdeasXMachina tops in Talent Management at *Campaign's* Global Agency of the Year Awards for third consecutive year

Tokyo—June 30, 2023—Hakuhodo Inc. is pleased to announce that Philippines-based Hakuhodo Group company IdeasXMachina Group has won Gold in the Talent Management Person/Team of the Year category of *Campaign's* Global Agency of the Year Awards 2022. This is the third consecutive year that it has earned the top gong in this category at the Awards.



The Global Agency of the Year Awards were launched in 2020 by *Campaign*, one of the world's leading advertising magazines. Now in their third year, they honor the best of the best worldwide. Winners are judged on their track record in the advertising and communications business. They are selected from the recipients of the Agency of the Year and Network of the Year awards in each region: Asia-Pacific; Europe, Middle East, and Africa (EMEA); and United States.

### **Awards won**

2022

- Gold, Talent Management Person/Team of the Year



### **About IdeasXMachina Group**

Led by Chief Executive Officer Jedd Ilagan, IdeasXMachina Group is a Philippines-based brand agency that prides itself on creative excellence. Over half of its staff are creatives. Widely recognized for its prowess, it already has a long list of awards to its name. It joined the Hakuhodo Group in 2018.

### **Past awards won**

2021

- Gold, Talent Management Person/Team of the Year
- Bronze, Best Place to Work: Individual Shop

2020

- Account Leader: Edge “Eggsy” Montero
- Strategic Planning Leader: Jade “Jedd” Ilagan
- Talent Management Person/Team
- Best Place to Work: Individual Shop

## ■ 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, the company is the core agency of Hakuhodo DY Holdings, the world's 8th largest agency company according to *Ad Age's* "Agency Report 2023."

*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](http://www.hakuhodo-global.com)

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### Media contact:

- Corporate Public Relations Division  
[koho.mail@hakuhodo.co.jp](mailto:koho.mail@hakuhodo.co.jp)