

Hakuhodo Group bags 14 awards at *Campaign's* Agency of the Year 2023

TBWA\HAKUHODO named Japan Creative Agency of the Year

Tokyo—December 19, 2023—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has won Gold in the Japan Creative Agency of the Year category of *Campaign's* Agency of the Year Awards 2023. It bagged eleven awards in all in the Japan/Korea region.

In addition, Philippines-based IdeasXMachina Advertising, Inc. won two awards in the Southeast Asia region and one in the Asia-Pacific/Network region. The Hakuhodo Group chalked up fourteen awards in total: three Gold, three Silver, one Commendation, and seven People awards.

The Agency of the Year Awards, which mark their 30th anniversary this year, celebrate excellence in advertising and brand communication in different parts of the globe. They are organized by *Campaign Asia-Pacific*, Asia's largest advertising magazine.

Awards won

Japan/Korea: Agency

Gold

- Japan Creative Agency of the Year: TBWA\HAKUHODO
- Japan/Korea Best Culture: TBWA\HAKUHODO
- Japan/Korea Talent Development Programme of the Year: TBWA\HAKUHODO

Silver

- Japan/Korea Brand Experience Agency of the Year: TBWA\HAKUHODO
- Japan/Korea Social Media Agency of the Year: TBWA\HAKUHODO 65dB TOKYO

Japan/Korea: People

- Japan/Korea Agency Head of the Year: Akihiko Imai, President & CEO, TBWA\HAKUHODO
- Japan/Korea Creative Leader of the Year: Takahiro Hosoda, Chief Creative Officer, TBWA\HAKUHODO
- Japan/Korea Channel/Engagement Planner of the Year: Kengo Kimura, TBWA\HAKUHODO
- Japan/Korea Young Achiever of the Year: Saki Adachi, TBWA\HAKUHODO 65db TOKYO
- Japan/Korea Young Creative Person of the Year: Masatoshi Usami, TBWA\HAKUHODO
- Japan/Korea Account Person of the Year: Yu Hashimoto, TBWA\HAKUHODO

Southeast Asia: Agency

Silver

- Southeast Asia Talent Development Programme of the Year: IdeasXMachina Advertising, Inc.

Southeast Asia: People

- Southeast Asia Young Achiever of the Year: Troy Jose, IdeasXMachina Advertising, Inc.

Asia-Pacific/Network: Agency

Commendation

- Asia-Pacific Talent Development Programme of the Year: IdeasXMachina Advertising, Inc.

■ About Hakuholdo

Founded in 1895, Hakuholdo 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 Hakuholdo 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 Hakuholdo'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. Hakuholdo 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, Hakuholdo 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, Hakuholdo 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.hakuholdo-global.com

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