

Medialand Digital Communication Group appoint Managing Directors for the first time

Tokyo—March 1, 2024—Hakuhodo Inc., an integrated marketing and innovation company based in Tokyo, is pleased to announce that Taiwan-based Hakuhodo Group company Medialand Digital Communication Group has promoted three personnel to its first-ever Managing Director roles, effective immediately.

The newly appointed Managing Directors, Bernie Liu, Peggy Chen, and Rick Hu, will reinforce and further expand the growth momentum across Medialand Digital Communication Group's three primary business units: Medialand, which focuses on brand strategy and creativity; MX, a pioneer in the development of platform systems and branded interactive experiences; and MESH+, which specializes in data application research and digital media ecosystems.



(Bernie Liu, Medialand)

(Peggy Chen, MX)

(Rick Hu, MESH+)

Bernie Liu, an industry veteran with more than 25 years of experience in marketing and communications, will serve as Managing Director for Medialand. Over the years, Bernie has helped secure new business and was instrumental in Medialand increasing its revenue by 50%. He will continue to lead Medialand with the goal of expanding operations globally.

Peggy Chen, whose career at Medialand Digital Communication Group spans more than 20 years, has been appointed Managing Director of MX. She will further drive the development of AI application technology at MX and, with her strong technical experience and project management skills, will lead the creation of new forms of branded interactive experiences.

Rick Hu, who has over 20 years of experience in the digital marketing field, will lead MESH+ as Managing Director. With an impressive track record of significantly increasing product revenue in just three years at MESH+, Rick will continue to develop new services in data application across multiple digital media ecosystems.

Medialand Digital Communication Group is part of the Taiwan-based communications giant Growww Hakuhodo Group, which was acquired by Hakuhodo in 2020.

Vince Cheng, Chairman of Medialand Digital Communication Group, said:

“Bernie Liu, Peggy Chen, and Rick Hu have been drivers of Medialand Digital Communication Group’s transformation and growth over the past six years, and I look forward to the great work that will come from their leadership.”

Genki Tei, CEO of Growww Hakuhodo Group, said:

“Bernie, Peggy and Rick have laid strong foundations for the Group’s continued growth and strength in the years to come. I hope that all three will take a step forward to embark on the next great journey and at the same time continue to maintain Medialand Digital Communication Group’s unique position in the Taiwanese market.”

■ **About Medialand Digital Communication Group**

Medialand Digital Communication Group is a top-class full-service digital agency in Taiwan that provides one-stop strategy planning, creative and media buying in the digital marketing domain. It offers cutting-edge digital services, including a specialized UI/UX team and proprietary data management platform services.

■ **About Growww Hakuhodo Group**

Growww Hakuhodo Group is comprised of five leading Taiwanese marketing brands: United Communications Group, KY-Post, Pilot Group, Interplan Group and Medialand. Together, they provide marketing services including brand and corporate advertising, creativity, media, public relations, exhibitions and events. Growww Hakuhodo Group is also the only listed integrated marketing company in Taiwan. The Group has won the trust of many clients through professional services, rich experience and Group synergy.

■ **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 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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