

Hakuhodo appoints Akihiko Imai as new President & CEO of Hakuhodo International

Tokyo—April 1, 2025—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce the appointment of Akihiko Imai as the new President & CEO of Hakuhodo International, effective immediately. Imai replaces Shuntaro Ito.

Imai began his career at Hakuhodo in 1989 and has spent a majority of his professional journey at TBWA\HAKUHODO. He served as Corporate Officer of Hakuhodo from 2016, before being elevated to the role of Senior Corporate Officer in 2021. He will serve as Director and Senior Corporate Officer of Hakuhodo from April 1, 2025. Throughout his career, Imai has held significant positions, including President & CEO of TBWA\HAKUHODO and Director of TBWA\HAKUHODO China and OMD HAKUHODO.

His contributions to the advertising industry have not gone unnoticed. He is a two-time winner of the prestigious Campaign Asia Japan/Korea Agency Head of the Year award, in 2021 and 2023. This recognition underscores his impact and influence within the industry, showcasing his commitment to excellence and innovation in marketing and advertising.

With a wealth of experience in the marketing and advertising industry, Imai brings a strong track record of leadership and innovation to his new role. His appointment marks a significant step in Hakuhodo International's commitment to enhancing its global presence and delivering exceptional value to clients worldwide.

"I am honored to take on this role and lead Hakuhodo International into its next chapter," he said. "I look forward to working with our talented team to drive growth and innovation, and to further strengthen our relationships with clients around the globe as a creative force for meaningful change with *sei-katsu-sha**."



* "*Sei-katsu-sha*" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

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, one of the world's top 10 largest agency companies according to *Ad Age's* "Agency Report 2024."

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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