

Hakuhodo appoints Third Domingo as new APAC CCO of Hakuhodo International

Tokyo—November 17, 2025—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce the appointment of Third Domingo as the new APAC CCO of Hakuhodo International, effective immediately.

Domingo is Founder and Chairman of IdeasXMachina (IXM), part of the Hakuhodo International collective, and currently serves as Director and Creative Chief of Hakuhodo International Philippines. He will now assume responsibility for creative leadership across Hakuhodo International's rapidly growing Asia-Pacific network. His appointment underscores Hakuhodo's commitment to cultivating world-class creative talent rooted in local insight, and signals a new era of leadership anchored in regional ingenuity.



His impact on the advertising industry has garnered widespread recognition. Under Domingo's leadership, IXM and Hakuhodo International Philippines have consistently delivered top level campaigns and launched new business units that have broadened the Hakuhodo International collective's capabilities and market reach. This sustained excellence has secured IXM among the prestigious "Top 5 Network Agencies" of the Association of Accredited Advertising Agencies of the Philippines (4As Philippines) for four consecutive years. Domingo also serves as 2025–2026 President of the Creative Guild of the Philippines, further demonstrating his dedication to elevating the industry.

The list of major global, regional and local awards won under his mantle is long, from Cannes Lions and the London International Awards, to Kidlat Awards' top distinctions including Ad of the Year and Ad of the Decade. His work has also been recognized at the TINTA Award, Araw Values Awards, Catholic Mass Media Awards, and adobo Design Awards. Furthermore, IXM continues to earn multiple accolades across key

categories at *Campaign Asia-Pacific's* Agency of the Year Awards, affirming its recognized strengths in creativity, talent cultivation, and organizational culture. These accolades celebrate Domingo's industry influence and his steadfast pursuit of excellence and innovation in marketing and advertising.

Kentaro Kimura, Corporate Officer of Hakuhodo Inc. and CCO of Hakuhodo International, said:

"At Hakuhodo, we are dedicated to strengthening our *Sei-katsu-sha* Value Design capabilities, to create meaningful change for *sei-katsu-sha* (people with their own lives, aspirations and dreams), while driving sustainable growth for our clients. The driving force behind this is our talented creative teams across the APAC region, and with Third's inspiring leadership, I am confident we will take this vision to new heights."

Third Domingo, APAC CCO of Hakuhodo International, said:

"It is a true honor to take on this role and help shape the future of Hakuhodo International's creative business. Together, we will push boundaries, embrace new possibilities, and write the next chapter of innovation and excellence, hopefully at an even faster pace. I am excited to work alongside our talented teams across the Hakuhodo International collective to ignite growth, inspire innovation, and strengthen our partnerships worldwide—continuing to be a creative force that drives meaningful change for *sei-katsu-sha*."

As Domingo transitions into a broader regional leadership role, Gemma Alcantara, currently leading Hakuhodo BCI, will succeed him as President and CEO of Hakuhodo International Philippines. Working closely with Director Tatsuro Osuga, she will lead the organization into its next chapter—further strengthening and diversifying its offerings. Under their joint leadership, Hakuhodo International Philippines will evolve beyond world-class creative solutions to offer a more comprehensive suite that includes media, key opinion leader and commerce capabilities—ensuring continued growth and competitiveness in the dynamic Philippine market.

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 2025."

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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