

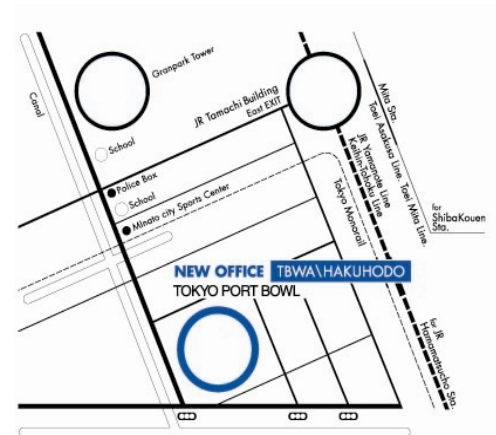
TBWA\ HakuHodo Commences Operations at its New Office

Tokyo—February 13, 2006—TBWA\ HakuHodo Inc., a subsidiary of HakuHodo Inc., relocated and commenced operations at its new location on February 13.

TBWA\ HakuHodo is a full-service advertising agency established jointly by HakuHodo and TBWA\ Worldwide Inc. (New York, USA) on August 1, 2006. Until now, the company has operated out of two separate offices. Uniting the two will both bring staff physically together and bring about greater synergy within the joint venture. TBWA\ HakuHodo will further strive to provide its clients with quality solutions and significant and visible change.

The new TBWA\ HakuHodo Inc. office

Address: No.3 Tohun Bldg., 13-10, Shibaura 1-chome,
Minato-ku, Tokyo 105-0023
Tel: +81-(0)3-5446-7200
Fax: +81-(0)3-5446-7106
URL: www.tbwahakuhodo.co.jp
Start date: Tuesday, Feb. 13, 2007
Access: 7-minute walk from the east exit of JR Tamachi Station.
7-minute walk from exit A6 of Mita Station
on the Toei Mita or Asakusa Lines
15-minute walk from Hinode or
Shibaura-futo Stations on the Yurikamome Line



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OFFICE CONCEPT



CEO ROOM



a view of the office from the entrance

In producing the new office building, we utilized the TBWA's Disruption method so as to point the way to the offices of the future. This method means disrupting the conventions and seeking a new vision.

Using this method we discovered seven conventions, all of which we then disrupted.

What was revealed was a vision of an office as **“a commune, a melting pot of creativity in which fusion generates inspiration”**.

[Disruption 1]

Convention: Offices are located in commercial districts at a distance from entertainment districts and are populated exclusively by people wearing suits



Disruption: The office is in an entertainment building, not near the commercial district

Our office is not in Shiodome, it's not in Marunouchi, either, in fact, it's not located anywhere that resembles a Japanese commercial district. We've put our office inside an entertainment building that was designed to house a bowling alley, billiard tables and karaoke facilities.

[Disruption 2]

Convention: In recent years, offices locate in high-rise buildings, where jobs and divisions are subdivided by floors or walls



Disruption: This office comprises one huge space that has neither pillars nor walls

Originally designed as a bowling alley, this dynamic space (total area: approx. 4,000m², maximum ceiling height: 5.7m) contains neither walls nor pillars. Board and meeting rooms are glass-lined giving everyone a look in and communicating current happenings as vibrations.

[Disruption 3]

Convention: Companies contain similar people arrayed in orderly fashion in similar spaces



Disruption: This office resembles a “city” that is designed to attract highly-individualistic people

If people from different backgrounds and people who hold different jobs are to form a community and generate a succession of new ideas, then an office needs to be a “city”. Cities contain small hills and valleys, have roads that crisscross each other in complete random.

[Disruption 4]

Convention: There are people you’ll never meet even though you work in the same company. You always talk to the same people.



Disruption: A space that is conducive to spontaneous meetings and conversations, as the starting point for the diffusion of ideas

Chance encounters and close rapport are vital to the birth of outstanding innovation. As in a city, where there are parks and squares in which people can gather, this office features numerous spaces that invite spontaneous encounters and conversations, offering abundant potential for ideas to develop of their own accord.

[Disruption 5]

Convention: Offices are inorganic spaces.



Disruption: An office in which stimulus and solace coexist

The office is crammed full of places that are designed to stimulate the intellect. Visitors will realize that this is a creative company as soon as they step through the door. That said, areas for relaxation are also a must, given that people are required to spend their entire day in the office. Real trees have been planted in the center of the building, creating a soothing area that conjures images of New York’s Central Park.

[Disruption 6]

Convention: You move only between desk and meeting room. It’s not possible to take a breather.



Disruption: An office that offers both personal and public spaces allowing people to work in places that suit their mood

When people want to work on their own all they need to do is to take their PC up to the top floor or to window-side sofas in order to escape prying eyes. The floor is on a gradient, allowing people to alter their mood simply by descending the slope. The high ceiling merely emphasizes the reality of a dynamic landscape opening up in front of one’s eyes.

[Disruption 7]

Convention: Offices are simply required to be practical. Any investment that is not immediately profitable is wasteful.



Disruption: Innovative offices generate profits!

A company is personified by its office environment. In an advertising agency people are your assets and the test is to identify ways of getting them to generate creative ideas. To this end, we invested in creating a space that is designed to serve as an environment that supports creative work practices, one that sustains and attracts talented people.