



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

tel:03-6441-6161 fax:03-6441-6166

www.hakuhodo.co.jp

TBWA\HAKUHODO becomes first Japanese agency to be named Advertising Age's International Agency of the Year

Tokyo—January 23, 2012—TBWA\HAKUHODO has been named International Agency of the Year 2011 by *Advertising Age*, the United States' most prestigious advertising and marketing journal. The award, presented to a Japanese agency for the first time, was announced the evening of January 22, 2012 (New York time).

The International Agency of the Year award is judged by *Advertising Age* editorial staff based on agency revenue growth, new business acquisition, creative solutions and contribution to client success. The TBWA\HAKUHODO award is the highest possible for agencies in the international list of non-US agencies, which was established three years ago.

Laurel Wentz, international editor with *Advertising Age* said, "Ad Age chose TBWA\HAKUHODO as International Agency of the Year because we were very impressed that the agency was able to grow and do excellent work during an extraordinarily difficult year for Japan, and, at the same time, help their clients give back to the community."

TBWA\HAKUHODO was also named Creative Agency of the Year, North Asia, for the second straight year (2010, 2011), at the Agency of the Year Awards held by Campaign Asia-Pacific, Asia's largest advertising journal.

"TBWA\HAKUHODO is the wonderful fruit of the partnership between TBWA and Hakuhodo. We have come a long way to reach this point and I would like to congratulate everyone at TBWA\HAKUHODO on their success. With the firm foundation of trust and friendship we have built, that success is sure to continue," said Hirokazu Toda, President & CEO of Hakuhodo Inc.

Media contacts:

Corporate Public Relations Division, Hakuhodo Inc.

Yukiko Oono: YUKIKO.OONO@hakuhodo.co.jp

Public Relations, TBWA\HAKUHODO

Kayoko Asano: kayoko.asano@tbwahakuhodo.co.jp