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TBWA\HAKUHODO ELEVATES THE TALENT AND HUMAN RESOURCE FUNCTION WITH THE APPOINTMENTS OF MAKIKO ABE AND AYAHO MIKI

[TOKYO, JAPAN – September 18, 2018] TBWA\HAKUHODO announced today the appointment of Makiko Abe as senior director, Human Resource and Ayaho Miki as director, Human Resource and Talent Development. Both Abe and Miki will work to further align and deepen the Talent and Human Resource function at the agency.

Said Chris Iki, Chief Operating Officer: “Our people are our agency, they’re our product, our culture and they add the greatest value to our industry. Yet finding the right talent is an on-going issue due the rapid changes of the industry.”

According to PwC 21st CEO Survey 2018, the areas keeping Asia Pacific’s CEO’s awake at night are finding the right talent, with the right skills, coupled with the speed of technology. **Continued Iki;** “The human resource and talent functions must have a seat at the senior management table and become a true strategic partner, it’s essential to drive business performance.

“Abe and Miki’s people knowledge and business acumen will provide depth to the human resource and talent function we require to remain ahead, and competitive. We’re delighted to welcome them aboard.”

Abe has more than 20 years of experience working within a human resource capacity across various industries including; logistics trading companies, IT, medical equipment and pharmaceuticals. While Miki joins TBWA\HAKUHODO from a business consulting firm, where she was responsible for building frameworks and nurturing talent, which included; organizational development to strengthen company culture; planning, designing, and providing consultation in talent development field.

■ **About TBWA\HAKUHODO Inc. (www.tbwahakuhodo.co.jp)**

TBWA\HAKUHODO is a full-service advertising company based in Japan, established jointly in 2006 by Hakuhodo and TBWA Worldwide Inc. With Hakuhodo's in-depth knowledge of the Japanese market as well as its longstanding reputation for trustworthiness, combined with TBWA's global network, we create and make available high-quality solutions to all of our clients, contributing to their continued growth. TBWA\HAKUHODO functions as a totally new full-service branding agency bringing about major change that has the power to get noticed. This impact stems from the dynamic combination of TBWA's unique Disruption® Planning Methodology, which has brilliantly differentiated its clients from their competitors across the globe, with Hakuhodo's corporate philosophy stressing partnership and insight into sei-katsu-sha ("consumers with a heartbeat") TBWA\HAKUHODO has grown rapidly in the 11 years since its founding, winning numerous awards, including "Agency of the Year" (2018:ADFEST), "International Agency of the Year" (2012: Advertising Age); and "Creative Agency of the Year" (Campaign Asia-Pacific in its North Asia sub-regional category in 2010, 2011 and Japan category in 2012-16).