

October 13 2020

TBWA TO BE NAMED AS ASIA'S No.1 CREATIVE NETWORK

TBWA\HAKUHODO IS NAMED AS NO.2 MOST CREATIVE AGENCY IN ASIA
DOMINATING 9 OUT OF TOP 10 HOTTEST CREATORS IN JAPAN

The Campaign Brief Asia Creative Rankings has placed TBWA as the No.1 of 2020 Most Creative Networks. It is a ranking that tabulates Asia's most creative and awarded agencies and individual creatives, by Campaign Brief Asia, an influential media outlet on creative advertising in the Asia-Pacific region.



In the ranking, TBWA\HAKUHODO was ranked as the second most creative agency in the whole Asia region as well as in Japan, and Kazoo Sato, the Chief Creative Officer of TBWA\HAKUHODO was ranked the second most awarded creative director in the market (Asia and Japan). Furthermore, 9 out of the top 10 of Japan's Most Awarded Creators List are the creators of TBWA\HAKUHODO dominating the competition, hugely contributing to TBWA to be named Asia's No.1 creative network.

Visit here to read the Campaign Brief Asia article. <https://lnkd.in/gixEq53>

[Campaign Brief Asia Creative Rankings 2020 Result]

<ASIA>

- The Creative Network of the Year No.1 TBWA
- The Top 25 Creative Agency in Asia No.2 TBWA\HAKUHODO
- The Top 20 Most Awarded Creative Leaders in Asia No.2 Kazoo Sato (TBWA\HAKUHODO)

<JAPAN>

- Japan Creative Agency of the Year 2020 No.1 TBWA\HAKUHODO
- Japan's Most Awarded Creative Directors No.2 Kazoo Sato (TBWA\HAKUHODO)
- Japan's Hottest Creatives 2020 ranking
 1. Shohei Ohishi (TBWA\HAKUHODO)
 2. Takeshi Matsuda (TBWA\HAKUHODO)
 2. Yo Kimura (TBWA\HAKUHODO)
 4. Tomoko Kasugai (TBWA\HAKUHODO)
 5. Yosuke Sugioka (TBWA\HAKUHODO)
 6. Keisuke Shimizu (TBWA\HAKUHODO)
 7. Shuhei Tsuji (TBWA\HAKUHODO)
 9. Takuya Ozaki (TBWA\HAKUHODO) ※Left the agency as of June, 2018.
 10. Kana Takarada (TBWA\HAKUHODO)

About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA's DISRUPTION® methodology, a global network spanning over 100 countries/regions and Hakuhodo's in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high-quality solutions to all of our clients – solutions that cause change and have the power to get noticed.

<https://www.tbwahakuhodo.jp/en>

Contact

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