

July 3, 2018

**TBWA\HAKUHODO LAUNCHES DISRUPTION® CONSULTING**

A SPECIALIST BUSINESS CONSULTANCY POWERED BY DISRUPTION®

TBWA\HAKUHODO announced the launch of Disruption® Consulting (<https://www.disruption-consulting.com>), a new service to help clients solve commercial problems and drive business growth.

TBWA\HAKUHODO has used its proprietary Disruption® methodology to develop strategies that underpin the change and growth of brands around the world. Now, with added capabilities in data analytics, commerce, and media planning, Disruption® Consulting will offer innovative thinking beyond brand communications to solve business problems and drive growth for clients across a range of industry categories.

Japan is a world leader in innovation and technology, with 77% of Japanese CEOs striving to be a disruptor in their sectors.\* However, 75% admitted their companies haven't yet succeeded in disrupting any convention of their industry. While many companies clearly understand the need to break away from conventions in order to achieve business growth, they often don't know where and how to begin.

The new consultancy model will be driven by data and consumer insight, while utilising TBWA's proprietary cultural analytics techniques to identify emerging behaviours and trends impacting clients' businesses. Using Disruption®, the team can then identify the 'sweet spots' for change and support the creation of strategic ideas that can drive business growth for brands across all industries.

**Comment from Yuichiro Horie, Head of Disruption®:**

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\* Data Source: 'Disrupt & Grow: 2017 Global CEO Outlook', a survey done among 1,300 CEO around the world by KPMG International

“In today’s fast-paced and ever-changing world, technologies, infrastructures and values are being updated incessantly. As a result, the studies, analysis, and robust optimization plans made in the past can actually limit business growth. It’s fair to say we’re doing business in an era when growth will only be possible through continuous change, challenge and reinvention, and the ability to think creatively has never been more important. Nowadays, only those who refuse to be tied down by conventions; who are willing to embrace change in the world; and who pursue creativity in their business strategies, will experience exponential growth.”

**< What does Disruption® Consulting do? >**

- BUSINESS GROWTH PARTNER
- MAXIMUM EFFECTIVENESS
- THROUGH THE BUSINESS & A CULTURAL LENS
- STRATEGIC IDEAS
- IDENTIFY BRAND BEHAVIOR