

25 June 2020

**TBWA\HAKUHODO Japan announces new structure for its consulting unit,
appointing Keita Kawakatsu as Head of Disruption® Consulting,
to help build the new normal for brands**

TBWA\HAKUHODO (Headquartered at Minato-ku, Tokyo / CEO and President Akihiko Imai) has named Keita Kawakatsu as Head of Disruption® Consulting. The business unit was established in 2018, and draws on its proprietary Disruption® methodology, to pioneer and foster new areas of business growth for brands while also invigorating brand strategies – a welcomed evolution to the traditional ad agency model.

Disruption® Consulting has now launched a new offering to help brands create further value in a post-COVID 19 world, through a 'Visioning Framework' and a strong focus on brand core values.



The visioning framework is central to this consulting practice. Particularly at this moment in history when the pandemic is triggering enormous change in traditional spheres of business and value creation, brands must be ever more vision-driven to navigate the waves of the future.

Find out more about visioning framework here:

<https://www.disruption-consulting.com/resources/en/disruption-primer-en/anti-covid/>

Keita has over 20 years' experience in brand marketing, communication and strategy building, in a variety of categories such as food, beverages, finance and telecommunications, to name a few. He was named 'Japan/Korea Planner of the Year' at Campaign Asia-Pacific Agency of the Year awards in 2018.

[A comment from Keita Kawakatsu, new head of Disruption® Consulting]



“ Disruption® Consulting was formally set up as a new source of business for our agency. As entire ecosystems of business change due to the pandemic, business leaders and operators are faced with major questions.

The “pre-COVID 19” ecosystems and relationships with stakeholders need reevaluation. More than ever before, brands have to be driven by their vision and the need to deliver a positive impact on society. With Disruption® as the core driver of change, I will lead our unit to help foster a culture that will build better futures. We also have TBWA’s culture engine “Backslash” to help us dig deep into the global pulse of conversation and cultural insight. All of this will help us deliver exciting and action-led strategies, and new corporate cultures.

I look forward very much to partnering with the business leaders of Japan who also want to make our world a better place, and to pioneer new areas of growth together.”

Disruption® Consulting

<https://www.disruption-consulting.com/english/>