

26 Nov 2020

TBWA\HAKUHODO WINS CAMPAIGN'S  
"JAPAN/KOREA CREATIVE AGENCY OF THE YEAR" FOR THE 10TH TIME



TBWA\HAKUHODO wins an impressive seven awards at Campaign Asia's Agency of the Year 2020, including Gold "Japan Creative Agency of the Year" for the 10th time. The company was also named "Best Culture Agency" for the second consecutive year, and picked up Gold in the new "Agency Marketer Partnership" category for its relationship with Nissan.

Special recognition was given to TBWA\HAKUHODO by the judges for the value of "real disruption" brought in by the agency that was taken through to execution.

TBWA\HAKUHODO also won four awards in the People categories including Agency Head of the Year, Account Person of the Year, Creative Person of the Year and Strategic/ Brand Planner of the Year.

#### **AGENCY CATEGORIES**

- Creative Agency of the Year: GOLD (TBWA\HAKUHODO)
- Best Culture of the Year: GOLD (TBWA\HAKUHODO)
- Agency Marketer Partnership: GOLD (TBWA\HAKUHODO Nissan United / Nissan)

#### **PEOPLE CATEGORIES**

- Agency Head of the Year (Chris Iki, Chief Operating Officer)
- Account Person of the Year (Sayaka Ohno, Head of Global Accounts)
- Creative Person of the Year (Masaya Asai, Global Creative Director)
- Strategic/Brand Planner of the Year (Patrycja Sojka, Strategic Planning Supervisor)

**[About Awardees]**

**TBWA\HAKUHODO Nissan United**



TBWA\HAKUHODO's Nissan United is an integrated cross-discipline team dedicated to managing all aspects of the Nissan brand, and has been forged over time since the establishment of TBWA\HAKUHODO in 2006, making it a relationship built on deep trust. This shared history has resulted in the largest partnership in Japan, with its breadth and

depth being unparalleled to any other partnership in the home market. It goes far beyond a traditional Agency-Client partnership - TBWA\HAKUHODO Nissan United is an entire, comprehensive ecosystem within itself that brings together ground-breaking technology, disruptive resource structures and organization in an effort to perfect the art of "precision marketing" in a never seen before creative way.

**Chris Iki (Chief Operating Officer)**



Chris Iki has more than 28 years of experience as a marketing professional, working on managing global brands in the U.S. and overseas. After joining TBWA\ in 2004, Chris was assigned to work on the Nissan global account based in Tokyo out of TBWA\HAKUHODO International, formerly called G1\Worldwide. Over the course of 8 years, as the Global Account Director, Chris led the Nissan global account team in Japan and worked closely with TBWA\ agencies across 14 countries, including the US and Europe.

Chris started his career at Wunderman in New York working on the American Express Platinum and Optima Cards. During this time he also served as a key member of the team that launched the Optima Card in Japan. Since then, Chris has worked on clients such as VISA International / USA, National Football League, Apple, Gore-Tex, United States Postal Service, Harrah's Casinos, and AT&T, all of which has provided for his unique combination of management, branding and holistic communications credentials. As the Chief Operating Officer of TBWA\HAKUHODO, Chris continues to lead the agency down its path of success, including being named Japan's 2018 Agency Head of the Year by Campaign Magazine.

## Sayaka Ohno (Head of Global Accounts)



Sayaka Ohno was appointed as the Head of Global Accounts of TBWA\HAKUHODO to further strengthen TBWA\HAKUHODO's ability to contribute to the business growth of its rapidly increasing global client base. Sayaka's active engagement in projects with TBWA\HAKUHODO's key client partners including McDonald's, UNIQLO, AIG, P&G, Adidas and Oculus and her leadership in communications has significantly bolstered the system of service delivery, and rapid business response that the agency has been able to provide to its global clients. She considers her clients to be "best friends" and she believes in faithfully representing product truths, and offering unbending honesty to her clients. Sayaka is a trusted partner who deeply understands the intrinsic qualities of her clients' products, and is able to tap into cultural/social pulses to make messages resonate.

## Masaya Asai (Global Creative Director)



Masaya Asai, Global Creative Director of TBWA\HAKUHODO graduated from Academy of Art University in San Francisco with a Master's Degree in Advertising. Soon after starting his professional career as an Art Director at TBWA\HAKUHODO Tokyo in 2007, he was awarded the best young creative in Asia, bringing home the Young Lotus trophy. He continues to accumulate awards and achievements, winning more than 100 national and international awards, including Cannes Lions Outdoor Grand Prix and Clio Grand Prix. His stellar accomplishments have earned his place as one of the "39 Designers who will Change the World" by Forbes Japan in 2019, also as one of the speakers for TEDx Sapporo conference.

## Patrycja Sojka (Planning Supervisor)



Patrycja Sojka began her career in TBWA\Germany as a strategic planner in 2015. Having transferred to TBWA\HAKUHODO in Tokyo, her multicultural background and well-honed critical thinking and multilingual research skills and dedication to culture-first planning is making Patrycja an invaluable asset to TBWA\HAKUHODO. Not only is she dedicated to marketing & communication strategies for the agencies key clients including UNIQLO or Adidas, she is also actively involved in Backslash team Japan - TBWA collective' s global effort to constantly spot modern culture edges, Disruption Consulting - an in-house consulting team with cultural solution, a member of Health Committee within TBWA\HAKUHODO and T\H "Peace Pirates" ,

in which she actively seeks solutions for issues related to equality, diversity and inclusion.

### ■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(R) 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>