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[Tokyo, Japan – Monday 27 April, 2020]

TBWA\HAKUHODO JAPAN PROMOTES SAYAKA OHNO TO HEAD OF GLOBAL ACCOUNTS AS IT RESTRUCTURES ITS CLIENT SERVICE DIVISION

TBWA\HAKUHODO Japan has announced a new organizational structure, with Sayaka Ohno leading global client accounts in a newly created role – Head of Global Accounts.

TBWA\HAKUHODO was established in 2006 as a joint venture between advertising agencies Hakuhodo Inc. and TBWA\Worldwide. It has contributed to the business growth of many global brands by maximizing the network and experience of both companies.

This year, TBWA\HAKUHODO has reorganized and strengthened its global client service structure, (previously divided into multiple departments) now under a new dedicated global account organisation.

Ohno is responsible for leading this newly merged division to drive stronger and faster business growth for both clients and TBWA\HAKUHODO, with a new operating model that better shares knowledge and best practices, as well as fostering global account professionals.

Since joining TBWA\HAKUHODO in 2011, Ohno has demonstrated her leadership, working on multiple global brands across a wide range of categories, including IKEA, P&G and UNIQLO, and has made a significant contribution to the development of the company that has been named #1 Japan Creative Agency of the Year eight times in the last decade by Campaign Asia.

Ohno has also been recognized personally, winning 'Japan/Korea Account Person of the Year' and listed in the top '40 Under 40' marketing professionals in 2018.

"We are currently going through a unique moment in time that is forcing people to collectively reassess their own values, as well as the value of certain products, services and industries" **said Ohno.** "This will either change or accelerate different consumer behaviours as society adjusts to the new normal, and it is our job to make every possible contribution with our new unified division to help clients develop brands that not only survive, but thrive in the new era."



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“As we began the new decade, we wanted to rethink the way we work – to find the best model for creating new and unique marketing methods and brand communications around the world. This new structure will help us do just that,” **said Chris Iki, Chief Operating Officer of TBWA\HAKUHODO.** “We are confident Sayaka, with her excellent leadership and passion, will nurture and build a stronger more diverse team, and will help us find more efficient and innovative ways to partner and grow with our global clients.”

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