

KAZOO SATO NAMED CHIEF CREATIVE SUSTAINABILITY OFFICER, TBWA\HAKUHODO & TBWA\ASIA

TOKYO: MAY 30, 2022:

Kazoo Sato has been named chief creative sustainability officer at TBWA\Hakuhodo and TBWA\Asia. The appointment follows the recent elevation of Takahiro Hosoda to chief creative officer, TBWA\Hakuhodo.

In his new role, Kazoo will be the key creator of solutions to sustainable problems through the creation of innovative and unconventional design thinking, creative campaigns, products, experiences, and communications for TBWA\Hakuhodo and the TBWA\Asia collective.

Commenting on Kazoo's appointment, Sean Donovan, president of TBWA\Asia said.

"Creativity is the most potent skill we can bring to address the issues of sustainability and Kazoo's elevation to lead both TBWA\Hakuhodo and TBWA\Asia's creative approach to sustainability is a natural one.

"His passion and curiosity about sustainability is evident across the work he has consistently delivered in his capacity as chief creative officer, TBWA\Hakuhodo.

"In his new role, Kazoo will strive to make sustainability actionable and relevant across all clients and agencies by leveraging his outstanding and distinctive approach to creativity."

Kazoo will also be responsible for engaging in activities, which elevate the agency in Japan and the entire Asia collective's learning and engender a pervasive culture around sustainable solutions.

Added Sean Donovan; "KPI's have been set and each agency across the Asia Collective will be accountable towards contributing the equivalent to 1.5% of its billable hours in 2022 to sustainability initiatives, creating new value for our clients, and making a real difference to people's lives, and our planet."

Working closely with clients, Kazoo will help identify and define their long-term value, brand goals and business objectives, advising on insight and approaches to drive change and make a positive impact across society, business, and the environment.



In addition to this role, Kazoo was accepted and has commenced studying at the highly regarded Graduate College of Global Environmental Studies in Tokyo towards an M A in Global Environmental Studies.

Concluded Chris Iki, chief operating officer, TBWA\Hakuhodo: "This is an exciting career opportunity for Kazoo, who has consistently leveraged the power of creativity to make a difference in people's lives and a positive impact on the planet, which is evidenced in his extensive portfolio of work.

"We congratulate Kazoo on his role and wish him well with his studies."

Several examples within Kazoo's portfolio of work

[Hi Toilet for the Nippon Foundation](#)

[Pocket Soap, for Dreams Inc](#)

[Pride Jersey, for AIG](#)

[Most Challenging Ping Pong Table for Japan's Para Table Tennis Association](#)

[Restaurant of Mistaken Orders, Daiki Angel Help](#)

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