

For Release

February 16, 2007
TBWA\HAKUHODO Inc.

Complete Renewal of the TBWA\HAKUHODO Website

February 16, 2007 - TBWA\HAKUHODO announces the complete renewal and relaunch of our website to coincide with the company's integration and relocation to new offices.

The website has been created so as to clearly express our unique corporate climate on the website and focus on creating an identity for TBWA\HAKUHODO. We are sure that by merely viewing our website visitors to it will be able to sense and deepen their understanding of our company.

Website production team:

Creative direction:

TBWA\HAKUHODO team (CD: Tadashi Tsujimoto, C: Hideyuki Tanaka, AD: Shintaro Hashimoto)
+ Hideki Owa

Art direction + design: Hideki Owa

Illustrations: Tadashi Ura

Interaction design: Takeshiro Umezu

Sound design: Daji Studio

Technical direction + coding: Mahiro Komura

Photography: Tadashi Ura + Hideki Owa

Video: DNA Creates

Detailed information: <http://www.tbwahakuhodo.co.jp>

For enquiries regarding this matter please contact:

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