

To: Members of the press

August 1, 2007  
HAKUHODO Inc.  
TBWA\HAKUHODO Inc.

Hiroshi Ochiai (President and CEO of TBWA\HAKUHODO) selected as one of 'Agency Innovators 2007' by advertising professionals from around the world

TBWA\HAKUHODO Inc. (Headquarters: Minato-ku, Tokyo) announced the selection of Hiroshi Ochiai, its President and CEO, as one of 24 '**Agency Innovators**'—individuals credited with the most innovative work worldwide by '*inter national ist magazine*', a prestigious advertising industry journal published in the United States.

Ochiai was chosen as one of 24 Innovators from over 100 individual nominations throughout the world. Ochiai's contribution to clients' development was highly evaluated: setting up both TBWA\HAKUHODO Inc. and TBWA\China Inc., bringing together high-quality media service and touch point development based on HakuHodo philosophy 'the point of view of sei-katsu-sha (living persons)' and branding method called 'Disruption' which TBWA has been using in the international marketing arena, so as to serve more creative and high-quality solution.

This quarterly US-based advertising journal examines global advertising, marketing, and media and reviews campaign-building efforts by multinational brands.

URL: [www.internationalistmagazine.com](http://www.internationalistmagazine.com)

**【Agency Innovators】**

Each year, around 20 people are selected as Agency Innovators based on the recommendations of those active in the advertising industry from around the world and the editorial department of *inter national ist magazine*. This is the second year.

The examination standard is follows: a future leader in international advertising, an innovative communicator, a champion of new advertising methods and an advocate for strategic global marketing, etc. The Agency Innovators were announced as 'International Innovators: Agency Rising Stars' in the summer issue (published in July).

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