



TBWA\HAKUHODO Inc.  
株式会社 TBWA 博報堂  
Tel: 03-5446-7386 Fax: 03-5446-7242  
www.tbwahakuhodo.co.jp

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## TBWA\HAKUHODO obtains Häagen-Dazs Dolce account through competitive presentation

Tokyo – June 12, TBWA\HAKUHODO (headquarters: Minato-ku, Tokyo; President & CEO: Ichiro Zama) announces that it has been chosen by Häagen-Dazs Japan, Inc. as the agency charged with handling its communication and media planning, including creative strategies beginning with those for promotion of new products to be introduced in August 2009.

Häagen-Dazs Dolce was brought to market in 2007 as a new ice-cream category in addition to the brand's miniature cups and crispy sandwiches, expressing the flavors of popular desserts and cakes in Häagen-Dazs style. From the start, these products, providing complex flavors and oral sensations through sophisticated combinations of ingredients, sold even faster than planned. To achieve even further growth in the future, Häagen-Dazs Japan has sought a new approach for the products.

In its competitive presentation, TBWA\HAKUHODO succeeded in proposing a brand vision and ideas for growing the Dolce business, within the framework of TBWA\HAKUHODO's own unique planning method based on "Disruption". This was the proposal that Häagen-Dazs Japan chose to employ.

TBWA\HAKUHODO has been approaching Häagen-Dazs Japan with proposals of its own for a long time. While doing so, it interviewed consumers and held Disruption workshop. Through utilizing to the fullest the tools of its parent company, Hakuhodo, for addressing the mindset of consumers, it was able to make a proposal suited to the needs of the client, who seeks to achieve marketing targets and improve efficiency. J. Walter Thompson Japan, which has handled the Häagen-Dazs brand account for 18 years, had also handled the Dolce line. However, with this decision TBWA\HAKUHODO will now be the agency charged with the Dolce account.

Media contacts: Kayoko Asano (kayoko.asano@tbwahakuhodo.co.jp)

Yuko Kuwabara (yuko.kuwabara@tbwahakuhodo.co.jp)

Phone: +81-(0)3-5446-7386