

News

Hakuhodo establishes next-generation creative agency SIX Inc.

Six international award-winning digital creators that integrate digital and mass media and even product and service development to drive the creation of new value



Tokyo—June 6, 2013—Hakuhodo Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hirokazu Toda) has established SIX Inc., a new company centered around recognized Hakuhodo digital creators that will develop next-generation creative that goes beyond digital and mass media. The new company (URL: <http://sixinc.jp>) begins operations today, June 6.

In recent years, creative and solutions that push the boundaries of mass media and digital have become increasingly sought after in the development of advertising and communication. SIX will act as a creative engagement agency, using its strengths in integrating all facets of creative, including digital, to create new kinds of ties between brands and their users. The new communication, content, products and services it develops will not be bound by existing methods.

SIX will commence operations staffed by six Hakuhodo creators Takeshi Nozoe (Creative Director/CEO), Tsubasa Oyagi, Keiichi Motoyama, Taku Tsuboi, Jin Saito and Takayuki Hino, as well as a business producer. Each is the recipient of multiple digital awards from domestic and international advertising festivals, including Cannes Lions International Festival of Creativity, the world's largest such festival.

The Hakuhodo group has developed a stellar reputation for digital internationally, having recently placed No. 1 in the Gunn Report's worldwide digital agency ranking¹ and named Interactive Agency of the Year at ADFEST for a second consecutive year². The founding members of SIX have undeniably been drivers behind this.

International accolades for the Hakuhodo group's work in digital

¹ In February 2013, the Hakuhodo group was named Most Awarded Agency in Digital in the World in Gunn Report 2012's ranking of digital agencies. This was the first time a Japanese agency reached the pinnacle in this category.

² In March 2013, Hakuhodo was named Interactive Agency of the Year for the second consecutive

year at Asia Pacific Advertising Festival (ADFEST), the most prestigious advertising festival in the Asia-Pacific region.

To ensure the flexibility and speed required in the fast-paced digital world, SIX will be an independent subsidiary and will strive to provide clients and users with even more cutting-edge solutions.

SIX will also contribute to invigorating the digital and creative industries overall by working closely with the Hakuhodo group and possibly collaborating with domestic and international startups working in the field.

SIX members will take part in Cannes Lions International Festival of Creativity in late June. SIX plans to open a new office in the Aoyama area of Tokyo in October 2013.

Comment from SIX Creative Director/CEO Takeshi Nozoe:

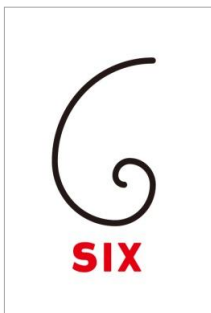
Japan's creative is recognized worldwide for its high quality. Through partnerships with Japan's creative brains and brands, SIX aims to be a hub for pumping out big ideas that push the boundaries of mass media and creative.

Reference

About SIX Inc.

Headquarters: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6310
(New office (in Aoyama, Minato-ku) to open in October 2013)
Capital: 90,000,000 yen (fully-owned by Hakuhodo Inc.)
Representative: Takeshi Nozoe, Creative Director/CEO (seconded from Hakuhodo Inc.)
Employees: 8
Established: April 1, 2013
Start of operations: June 6, 2013

About the logo



SIX's logo was designed by Storm Studios & Peter Curzon

Website (in Japanese and English): <http://sixinc.jp/>

About SIX's founding members



Takeshi Nozoe Creative Director/CEO

With one eye on what is for the brand and the other on what is for the people, I design integrated campaigns incorporating branding in the mass media, social media and experiential realms. A former schoolboy baseball player, despite appearances, I relish the Tea Ceremony and my favorite phrase is the tea ceremony ideal of "harmony, respect, purity and tranquility." I will be a jury member at Cannes Lions 2013.

Key works: Space Balloon Project, Jim Beam, Kiss a Zima

Awards: 2011 Creator of the Year medalist, Japan Media Arts Festival Grand Prize, Cannes Lions Bronze, and more



Tsubasa Oyagi Creative Director/Interactive Creative Director

Believing that advertising is the most powerful media/art for connecting people and moving the world in a better direction, I pursue social good through my creative work any way I can. My dream is to create something akin to Boris Vian's Pianocktail.

Key works: Tokyo City Symphony, All Is Not Lost, Space Balloon Project

Awards: Cannes Lions Gold, Japan Media Arts Festival Grand Prize, Tokyo Copywriters Club Rookie of the Year Award, and more

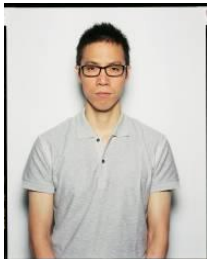


Keiichi Motoyama Creative Director/Interactive Creative Director

With the mantra "fusing technology with humanity," I am using trial and error to try to create experiences that live on in the minds of people. The 4th play-through of video game NieR Replicant is the best interactive in recent years. My favorite juggling style is Poi, a Maori tradition. My best poi trick is the 5-beat weave.

Key works: Google Chrome Hatsune Miku, Google Maps 8-bit, Cam with Me

Awards: Cannes Lions Silver, Tokyo Interactive Ad Awards Gold, LIA Gold, ADFEST Best, Ad Stars Grand Prix, and more



Taku Tsuboi Creative Director/Copywriter

Attractive people and brands have a certain neoteny (juvenility) to them. I aim to make the world a more interesting place by supporting companies and brands that are naughty, dreamers, naive or charming. I'm also a huge fan of manga and want to see manga spread far and wide. My "bibles" are Jojo and Capeta.

Key works: Social Kingdom, Zoff, Habanero "Loser" Campaign

Awards: Cannes Lions Gold, D&AD Yellow Pencil, ADFEST Gold, Tokyo Copywriters Club Award, and more



Jin Saito Creative Director/Music Campaign Director

I develop new products and services that eschew advertising norms. Recently, I have become adept at branded entertainment featuring music. I am also a guitarist signed to Pan Pacific Playa (PPP), an urban and mellow label headquartered in Yokohama.

Key works: SMASH, Google Chrome Hatsune Miku, Kyoro-chans

Awards: Cannes Lions Gold, ADFEST Grande Innova



Takayuki Hino Creative Director/Interactive Creative Director

I specialize in warm and fuzzy engagement pivoted on digital. My weight and height are the same as Street Fighter character Dhalsim's. I love cats and have been waiting for work involving cats, but have not had an offer yet.

Key works: Google Puzzle, Google Mirai Search, Digital Lullaby

Awards: Cannes Lions Gold, One Show Gold Pencil, Tokyo Interactive Ad Awards Gold, Tokyo Copywriters Club Award, and more



Space Balloon Project
Galaxy S II, Samsung Electronics Japan



Tokyo City Symphony
Roppongi Hills, Mori Building



Google Chrome Hatsune Miku
(C) Crypton Future Media Inc.
Google Chrome, Google Japan



JOJO 25th Anniversary Project
Jojo, Shueisha



SMASH
Smash, K's Japan



Google Puzzle
Google Chrome, Google Japan

SIX Inc.'s mission

SIX is a creative engagement agency that creates new kinds of ties between brands and their users.

Media and social structures are evolving rapidly, and brands seem to constantly be on the back foot.

Our blueprint for success is simple: Forget about what has come before. Develop content and services that users can't wait to share and, if necessary, invent completely novel methods of keeping brands in **S**ync with the times, **I**gniting fervor in new fans, and moving users forward to **eX**plore the next level.

Contacts:

Corporate Public Relations Division, Hakuhold Inc. Tel: +81-(0)3-6441-6161

Ken Odaka: KEN.ODAKA@hakuhold.co.jp

Yukiko Ono: YUKIKO.OONO@hakuhold.co.jp