

J. Walter Thompson Japan and Wunderman Japan join forces to become Wunderman Thompson Japan

Tokyo, Japan – 2, September 2019. J. Walter Thompson Japan GK (formerly “JWT”) and Wunderman Japan GK (formerly “Wunderman”) have joined forces to become Wunderman Thompson Tokyo GK (now “Wunderman Thompson Tokyo”). Harnessing Creativity, Customer Experience (CX), and Data & Technology, Wunderman Thompson Tokyo will partner with clients to solve their biggest challenges, drive growth and future proof their business.



With this announcement, the following leadership positions have been announced:

Hironobu ‘Chief’ Kitajima, has been named the new CEO of Wunderman Thompson Tokyo (formerly Managing Director of J. Walter Thompson).

Takayuki Niizawa has been named Chief Creative Officer, formerly Senior Creative Director at TBWA/HAKUHODO.

Named as joint-Managing Directors of Wunderman Thompson Tokyo are **Takumi Ichihara**, formerly General Manager of JWT; and **Alexandra Beneville**, formerly Managing Director of Wunderman Japan.

Kazuhiro Iguchi is named Chief Financial Officer and **Ayumi Sakai** has been named as Chief Human Resources Officer.

Wunderman Thompson, a WPP company, is a new creative, data, and technology agency with approximately 200 offices across 90 countries worldwide. The new agency is a result of combining J. Walter Thompson, a creative agency with distinguished history, and Wunderman, a leading company in the field of digital and data-driven marketing.

CEO Hironobu 'Chief' Kitajima says, "I am very pleased that the launch of the new agency enables us to provide future-minded clients with various high-quality services. With the integration of Branding, Creativity and Data & Technology, Wunderman Thompson Tokyo aims to demonstrate that we are the one and only company in Japan that is a "creative company to solve future challenges."

CCO Takayuki Niizawa says, "It is time to change the conventional way of thinking for both agencies and for clients. The definition of "creative" is on the verge of changing. We take a future-proof approach which will ensure brands gain ground today and in five-or ten-years' time. Wunderman Thompson Tokyo is a truly global, digital and data agency. Let's develop inspiring creative together, and stay ahead of the future."

About Wunderman Thompson

Wunderman Thompson is a creative, data and technology agency built to inspire growth for its clients and people. Our experts deliver end-to-end solutions at a global scale with an entrepreneurial spirit that infuses creativity with emerging technology to deliver revolutionary work. Headquartered in New York, we are a worldwide agency bringing together over 20,000 people in 90 markets across the globe.

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