

BOILER PLATE

Established in January 2000, Hakuhodo Percept is a brand management specialist offering an entire spectrum of advertising, marketing and media buying services. Hakuhodo Percept offers a unique 360-degree brand management system for their clients. Powerbranding is the mission of their comprehensive model for branding called Brand Cycle Management. Hakuhodo Percept combines Hakuhodo's Brand Cycle Management tools with an on-ground execution through Percept's companies to offer a unique 360-degree brand management system for their clients that result in creating power brands.

Hakuhodo Percept is a 50:50 joint venture between Hakuhodo Inc., Japan, and Percept Limited. With capitalized billings of INR 17.26 billion (FY'16), Percept is at an enviable leadership position in the Entertainment, Media and Communications domain with a team of over 700 people and 42 offices across India and the Middle East.

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