



INFORMATION

BOILER PLATE

IBD India is the Integrated Brand Development division of Percept-Hakuhodo that offers creative solutions across the entire communication spectrum. IBD India has a strategic alliance with Hakuhodo Inc., the second largest agency in Japan and 8th largest in the world*. IBD India also gains from Percept's unmatched array of capabilities to provide clients value and efficacy through their 360-degree communication programs. The approach at IBD India is to create focused brand communication and develop brands through Strategic Planning, Research, PR, Corporate Identity, Advertising, Marketing Communications, Events and Interactive Media.

IBD India, with its bouquet of offerings as a multi-functional full service agency, offers Integrated Marketing Communication services, Digital services, Production services, Design and Packaging services across multiple sectors including FMCG, Consumer Electronics, PSU, Realty, Pharma and Hospitality.

IBD India is a Percept-Hakuhodo Company. 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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