

HAKUHODO PERCEPT

Established in January 2000, Hakuhodo Percept is a brand management specialist offering an entire spectrum of advertising, marketing and media buying services. Hakuhodo Percept is a 50:50 joint venture of Hakuhodo Inc and Percept, India's largest entertainment, media, communications group.

Key Services in Content

- Advertising
- Marketing
- Media buying

Hakuhodo Percept Pvt. Ltd (HPPL) offers a unique 360-degree brand management system for their clients that result in creating power brands. It is an integrated approach to the management of all activities related to branding that helps their clients to steer the active and continuous relationship between the brand and consumers most effectively.

Hakuhodo Percept deploys a suite of comprehensive tools to manage their client's brands. These tools include Sei-katsu-sha Insight which is an approach that provides new insights of the relationship between the brand and consumers, Global Habits which is a database that polls 18000 consumers across 26 cities about 150 brands across 27 categories, Touchpoint Analysis, an integrated planning tool that divines the best deployment of a brands communication budget across media and non-media, Brand Essence that determines the core values inherent in a brand that will remain unchanged in the long-term across the spectrum of the brand communication and Brand Tools which is a wide array of globally proven planning tools for account planning, creative processes and media planning .

Hakuhodo Percept has an employee strength of 100 and is headed by Mr. Taro Muto as the Managing Director. Headquartered in New Delhi, Hakuhodo Percept also has a strong presence in metros viz. Chennai and Bengaluru.

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.

Divisions of Hakuhodo Percept include:

- Gunpowder
- Antidote
- 4Studio.
- H&H Communication Pvt. Ltd. is a Hakuhodo Percept Company.

Clients

Gunpowder: SHARP, SUZUKI, UNICHARM, CASIO

Antidote: SONY, COSTA COFFEE, SONY MOBILE, MARUTI SUZUKI

H&H Communication Pvt. Ltd.: HINDWARE, YAKULT, TOSHIBA, DAIKIN

Chennai branch: MURUGAPPA

Bengaluru branch: CITIZEN

Hakuhodo Percept Corporate Office

Percept House, No. 2, Sant Nagar, New Delhi – 110065. India.

Tel: +91-11- 46541000

Network Offices:

CHENNAI: Old No. 6, New No. 15, 2nd Floor, Cenotaph First Street, Chennai – 600018.

Tel: +91-040-2435354-41/42

BENGALURU: No. 80/1, Earthen Latitude, 2nd Floor, S.S. Commercial Estate , Nagavarapalya Main Road, C. V. Raman Nagar , Bengaluru - 560 093.

Tel: +91-080-41104995

Media Contacts

Mr. Taro Muto, Managing Director, Hakuhodo Percept

Tel: +91-9999823600 **Email:** taro.muto@hakuhodo.co.jp

Mr. Elvis Sequeira, Executive Director, Hakuhodo Percept

Ph: +91-9871090557 **Email:** elvis@hakuhodopercept.com

Mr. Kosuke Kataoka, Executive Director, Hakuhodo Percept

Tel: +91-9999492313 **Email:** kosuke.a.kataoka@ hakuhodo.co.jp

Corporate Communications Department, Percept Limited.

Ms. Sangeeta Chacko, Head-Corporate Communications, Percept Limited

Ph: +91 22 30448400

Email: corporatecommunications@perceptindia.in

About Percept Limited

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 700 people and 42 offices in India and the Middle East and a capitalized billings of INR 17.26 billion (FY'16).

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
 - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services
 - **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media
 - **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing

- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
 - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
 - **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

For more information, please visit www.perceptindia.in

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