

PRESS RELEASE

**McCann Japan Appoints Charlotte Auyeung as Head of Strategy**

【Tokyo—February 6, 2024】

McCann Erickson Japan Inc. (Representative Director, President; Takashi Aoki, Headquarter: Minato-ku, Tokyo) has announced the appointment of Charlotte Auyeung (Char) as Head of Strategy, leading their strategic planning team effective February 1, 2024.

Charlotte Auyeung (Char), was born and raised in Hong Kong and, having lived in Japan for 20 years since 2004, is a trilingual (Chinese, English, Japanese) and multicultural marketing communications professional. She has over 20 years of account management and strategic planning experience at global advertising agencies including McCann and Leo Burnett in Hong Kong, Beacon Communications, Naked Communications and TBWA/Hakuhodo in Tokyo, where she led the strategies for companies such as P&G, The Coca-Cola Company, McDonald's, IKEA, Airbnb, H&M and more.

In 2019, she took on a marketing role at Netflix Japan, where she led campaigns for popular shows including "Stranger Things," "The Naked Director," and "Alice in Borderland."

Representative Director and President Takashi Aoki commented on the appointment: "I am very excited to welcome Char to our leadership team. She is the ideal strategist to help us evolve McCann's one-of-a-kind mission and philosophy in a modern way. She brings the expertise, experience and leadership we need to redefine our digitally-driven integrated solutions to grow our clients' businesses and accelerate our transformation to become a more innovative agency partner for our clients.

"I am delighted to welcome Char to the APAC Strategy Leadership Community. Char brings a wealth of strategic experience, building power brands that have shaped culture. She also demonstrates the perfect combination of a thinking and doing growth mindset, a fundamental for strategy leaders of the future. I cannot think of a better person to drive meaningful and effective creativity for our clients", said Shilpa Sinha, Chief Strategy Officer, McCann Worldgroup Asia Pacific.

Char expressed excitement for the role, stating, 'I'm thrilled to join McCann, whose mission to help brands earn a meaningful role in people's lives aligns deeply with my own. Alongside our talented strategists and embracing McCann's philosophy of 'Truth Well Told', I am eager to cultivate a team dedicated to uncovering consumer insights and brand stories rooted in truth, crafting strategies that inspire actionable solutions and creative excellence across platforms, growing brand and business for our valued client partners.'

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**About McCann Japan:**

McCann Japan is a key member of McCann Worldgroup Japan which is the largest and only true international advertising agency group that can plan and buy media independently. Accordingly, McCann Japan has been awarded substantial business from both major Western and Japanese advertisers since its establishment in 1960.

**For any inquiries please contact:**

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