

McCANN WORLDGROUP

PRESS RELEASE

McCann Worldgroup Wins Gold at Campaign's Agency of the Year 2025

【Tokyo, December 1, 2025】 – McCann Worldgroup Holdings (Representative Director, President & CEO: Takashi Aoki, Headquarters: Minato-ku, Tokyo) today announced that it has been awarded Gold for “Japan/Korea Integrated Marketing Agency of the Year” at Campaign Asia-Pacific's prestigious “Agency of the Year 2025” awards.



With a history spanning more than 30 years, the Agency of the Year awards recognize leadership, outstanding management, business performance, and overall achievement in advertising and brand communications across five regions in Asia Pacific. Awards are presented across categories including media, advertising, creative, digital, PR, independent and specialist agencies, as well as brand communications within the region—celebrating excellence and success in each field.

Takashi Aoki, Representative Director, President & CEO, commented on this achievement as follows:

“As a group dedicated to providing comprehensive marketing solutions to our clients, winning Gold in this category is especially meaningful to us. I am immensely proud of all our employees and deeply grateful to every client who has placed their trust and support in us. We will continue striving to enhance the quality of our services to meet the evolving needs of modern marketing.”

In addition, Weber Shandwick Collective of the Interpublic Group of Companies (IPG) has won two Silvers, for “Japan PR Agency of the Year” and “Korea PR Agency of the Year,” while IPG Health earned Bronze for “Japan/Korea Specialist Agency of the Year.” With these wins, IPG has achieved 16 consecutive years of recognition, including 13 Gold awards.

Awards Received

- **Japan/Korea – Integrated Marketing Agency of the Year**
McCann Worldgroup — Gold
- **Japan – PR Agency of the Year**
Weber Shandwick Collective — Silver
- **Korea – PR Agency of the Year**
Weber Shandwick Collective — Silver
- **Japan/Korea – Specialist Agency of the Year**
IPG Health — Bronze

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About McCann Worldgroup

McCann Worldgroup is a leading global creative solutions company united across 100+ countries by a mission to build enduring brands together. Guided by our founding philosophy of Truth Well Told, our work delivers creative and business impact. McCann Worldgroup was named 2024 Network for the Year by the ANDYs, Most Effective Agency Network by the Global Effie Index and one of Fast Company's Most Innovative Companies. Our core network includes McCann, MRM, Craft and FutureBrand, and we partner with Momentum Worldwide, Weber Shandwick, and UM to offer a full spectrum of marketing services.

<http://www.mccannwg.co.jp/>

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