

McCANN WORLDGROUP

PRESS RELEASE

**Kazz Ishihara promoted to newly-created post ECD,
McCann Worldgroup Japan.**

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McCann Worldgroup Japan has announced that Kazz Ishihara, Executive Creative Director (ECD) of MRM Japan will assume the position of group ECD, McCann Worldgroup Japan, effective immediately. In this newly-created role Kazz will oversee the creative teams of both McCann and Craft, in addition to MRM, to bring more collaboration and integration across McCann Worldgroup and enhance connectivity with Regional and Global creative leaders.

Kazz joined MRM in Japan in 2019 and brings over 20 years' experience as a creative, having worked with some of the world's leading marketers in Japan and New York, seamlessly integrating digital and mass media with impressive results. During his career, he has received numerous prestigious industry awards, including the Cyber Cannes Lion Gold Award, Webby, Clio, One Show, LIA, AdFest, and Spikes.

"I am very excited to take on an expanded role as ECD of McCann Worldgroup Japan to further provide seamless integrated solutions to our clients in a rapidly changing world. I also look forward to working with each of our agency creative teams to be the heartbeat of McCann Worldgroup as one big family," said Kazz.

"Kazz's experience, coupled with his deep understanding of what makes groundbreaking creative, makes him uniquely qualified for this position and we look forward to his contributions as we pursue our global goal of becoming the irrefutable leader in the business of creativity", commented Ji Watson, CEO, McCann Worldgroup Japan.

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About McCann Worldgroup

McCann Worldgroup is the irrefutable leader in the business of a creativity. The company is united across 100+ countries by a single mission: To help brands earn a meaningful role in people's lives. McCann Worldgroup was named the world's most creatively-effective marketing services company by The Effie Awards for three consecutive years. The network comprises McCann (advertising), MRM (science/technology/relationship marketing), Momentum Worldwide (total brand experience), McCann Health (professional/dtc communications), CRAFT (production), Weber Shandwick (public relations) and FutureBrand (consulting/design).

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