

**UM Japan Wins Silver for “Japan/Korea Media Agency of the Year”
at Campaign Asia-Pacific’s 2024 Agency of the Year Awards**

【Tokyo—December 16, 2024】

IPG Mediabrands Japan (Headquarters: Minato-ku, Tokyo, CEO : Matt Ware) is pleased to announce that it has won a SILVER for “Japan/Korea Media Agency of the Year” at Campaign Asia-Pacific’s 2024 Agency of the Year Awards.

UM Japan has been awarded Media Agency of the Year for the last 9 years including 4 Golds.

Also, from the same IPG group, IPG Health won gold for “Japan/Korea Specialist Agency of the Year” and Weber Shandwick won bronze for Japan PR Agency of the Year.

Now in its 31st year, the Agency of the Year Awards celebrate leadership, operational excellence, business performance, and overall achievements in advertising and brand communications in each of Southeast Asia’s five regions. Each award recognizes outstanding performance and success in the region among media, advertising, creative, digital, PR, independent, and specialty agencies and brand communication.



About IPG Mediabrands Japan

IPG Mediabrands in Japan is the Japanese office of IPG Mediabrands, established as the global media group of the Interpublic Group (NYSE: IPG) consisting of advertising companies such as McCann Erickson. Today, IPG Mediabrands has over 10,500 marketing communication experts in over 130 countries worldwide and operates a media investment amount of more than \$39B. In addition to UM, Initiative, BPN, and ORION Holdings, the company also owns specialist companies such as Magna Global, Kinesso, Ansible, Society, Rapport, IPG, and Media Lab. In Japan, IPG Mediabrands has been the only foreign media group that offers both media planning and buying for its clients since the founding of McCann Erickson in December 1960.

About UM

UM is a global media agency committed to Futureproofing our clients' businesses for the now and the next. We leverage the transformational power of rich business analytics and real-time intelligence to maximize growth and activate the full consumer journey across content and connections. Our consultative approach and agile model, rooted in diversity, equity and belonging, drive better business outcomes for brands. As the leading global media network in IPG Mediabrands, UM operates in over 100 countries, with more than 3,000 people innovating on a roster of global clients. For more information, please visit <https://www.umww.com/>.

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