

I would like to express my deepest sympathy to those affected by the Noto peninsula earthquake. I also hope for a speedy recovery.

As I enter my third year as McCann Worldgroup Japan CEO, I cannot help but reflect on the journey we have all been since the pandemic. The world has been very volatile with conflicts between nations resulting in wars and geo-economic pressures affecting our clients, our advertising industry and all of us personally.

In addition, technology has also evolved significantly and with speed to catapult us into the new ways of working and transforming our advertising industry through AI.

As a leader of the advertising industry in Japan, I believe we have to make adjustments, innovate and embrace new and unfamiliar territories to meet the demands and challenges of our clients and the transforming society and its people.

For McCann Worldgroup Japan, our priority continues to be championing and elevating our people to be the best in class creative innovators to be the leaders in providing our clients with integrated solutions in the ever-changing business environment. Our transformation started in 2023 and we will now move with more speed and focus to build capabilities and product offerings that are relevant and critical to our client and their brands.

Wishing everyone a peaceful and successful 2024!

Ji Watson

Representative Director, CEO

McCann Worldgroup Holdings Japan Inc.

