



PRESS RELEASE

McCann Erickson Rebrands as “McCann Japan,”

A Consolidation of Capabilities in Japan to Strengthen Integrated Marketing Services

— Becoming a one-stop platform optimized for the Japanese market, spanning creative, strategy, data, technology, experience, and creative content production.

TOKYO, Japan — May 22, 2026 —

McCann Erickson Japan Inc. (Representative Director, CEO: Takashi Aoki, Headquarters: Minato-ku, Tokyo) today announced that it will rebrand to McCann Japan Inc, effective July 1, 2026. In conjunction with the name change, MRM Worldwide Inc. and Craft Worldwide Inc., two formerly separate McCann Worldgroup entities, and other capabilities within Japan, will consolidate into a single integrated operating structure under McCann Japan. Effective the same date, the group’s current holding company, McCann Worldgroup Holdings Japan Inc., will transition to McCann Holdings Japan Inc.

As a result of this consolidation, McCann Japan will be able to deliver full-service integrated marketing solutions tailored to the Japanese market through a one-stop, agile model spanning creative, strategy, data, technology, experience, and creative content production.

An Omnicom Advertising Agency

Following Omnicom’s acquisition of Interpublic in 2025, McCann Erickson became a part of Omnicom Advertising, the world’s largest advertising and marketing network headquartered in New York. McCann Japan now operates within Omnicom Advertising, providing access to AI and knowledge infrastructure across the following disciplines worldwide:

- Brand and Creative Strategy
- High-Impact Creativity
- Audience-Led Social and Influencer Marketing
- Personalized Brand Experiences
- Creative Content Production

The newly formed McCann Japan will leverage this global network and its strengthened local capabilities to deliver market-optimized solutions for Japan. Local capabilities now include a full suite of specialized units, each bringing deeper market insight and enhanced expertise to create impactful work that resonates with Japanese customers and drives meaningful results for clients.

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A Suite of Specialized Units

■ Precision Marketing

McCann Japan's Precision Marketing unit puts data and strategy at the center of everything. The team provides end-to-end, hands-on support across the full marketing lifecycle, covering strategic planning and data analytics, CRM and MarTech, UX and content development, as well as the execution and ongoing optimization of initiatives.

By translating insights into clear KPIs, actionable programs and measurable business results, the team leverages data and technology to maximise customer lifetime value at every touchpoint.

■ Experiential

McCann Japan's Experiential unit creates brand experiences designed to drive sustained business performance. In shopper marketing, the team brings together in-store strategy, shopper insights, journey design, promotions, and packaging to move products and build loyalty. In B2B contexts, proprietary tools empower trade marketing and internal engagement strategies, to create wins for all stakeholders. In sports, the team builds immersive experiences, combining activations and sponsorships to deepen brand connection and support the development of sports ecosystems.

■ McCann Content Studios

McCann Content Studios provides seamless, end-to-end social media services encompassing social strategy development, content creation, community and influencer management, and performance analysis. Anchored in a social-first perspective and high-caliber creative thinking, the team unlocks the core value of brands and drives genuine engagement with audiences.

Adding to the agency's integrated specialist offerings, McCann Japan will work with fellow Omnicom agencies, MediaBrands (rebranding as Omnicom Media Japan Inc. effective July 1), and Weber Shandwick Japan. These sister agencies further strengthen McCann Japan in extending its capabilities across media and public relations.

A Business Partner

Operating under its new structure, McCann Japan has evolved from marketing partner to work alongside its clients as a true business partner, jointly addressing challenges, driving growth, and co-creating new value. The agency now offers clients an unmatched combination: deep local market expertise across an expanded set of specialist capabilities, backed by the resources, technology, and intelligence of the world's largest advertising network, all underpinned by TRUTH WELL TOLD™, the enduring philosophy that has driven McCann work for more than 120 years.

In these rapidly changing times, McCann Japan is committed to driving brand growth through innovative

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creativity. By uniting capabilities with the best of its people, the agency strengthens its role as a catalyst for enduring value creation.

■ Company Overview (Planned, Following the Name Change)

Company Name: McCann Japan Inc.

Headquarters: Minami-Aoyama, Minato-ku, Tokyo, Japan

Representative: Takashi Aoki, Representative Director, CEO

ABOUT OMNICOM ADVERTISING

Omnicom Advertising (OA), the creative agency services capability of Omnicom (NYSE:OMC) aligns leading creative networks; BBDO, McCann and TBWA with the US Advertising Collective agencies such as Goodby, Silverstein & Partners, Deutsch, GSD&M, The Martin Agency and Zimmerman; standalone creative jewels like Africa Creative, Lola and Lucky Generals and experiential specialists, Auditoire, GMR and TRO. By bringing these agency brands under one leadership, OA allows them to leverage their collective strength today and tomorrow, to deliver the best, most impactful, creative experiences in the industry. This new connected capability unites more than 20,000 creative minds around the globe on a mission to build distinction for almost two thirds of the world's biggest brands (Interbrand, Best Global Brands 2025).

ABOUT McCann

McCann, part of Omnicom (NYSE: OMC), is a leading creative solutions company. The award-winning global brand network is united across 100+ countries by a mission to build iconic brands through the radical creativity of Truth Well Told. Because when the truth is well told, it moves people and markets. Named one of the World's Most Innovative Companies by Fast Company in 2025 and 2024, and ranked in the top 3 most creatively effective networks globally in the Effie Index every year since 2019.

ABOUT McCann Erickson

McCann Erickson is one of the core agencies of Omnicom Advertising. Since its establishment in 1960, McCann Erickson has operated as a truly global agency in the Japanese market, serving not only leading domestic companies but also multinational clients and Japanese companies expanding globally. In 2025, McCann Erickson was awarded Bronze at the Effie Awards, as well as Gold in the "Agency of the Year – Integrated Marketing" category.

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