



## VML Launches Operations in Tokyo

### *Tokyo marks the agency's sixth global office opening in eighteen months*

**KANSAS CITY, Mo., and TOKYO (March 11, 2013)** – VML, a leading global digital agency, today announced the official opening of VML Tokyo, the network's first foray into the Japanese market. VML Tokyo is the sixth global office location VML has launched within eighteen months.

"One of the most exciting aspects of VML has been our globalization. It's been successful because we've done it at the right pace and we've done it with great partners led by visionaries who live the VML brand essence," said Jon Cook, VML global CEO and president. "With VML Tokyo, we've found this ingredient yet again in Hideki and Kazuki. We're excited about the future of the VML brand in Japan."

Helming the new VML Tokyo entity are digital industry leaders Kazuki Imahashi and Hideki Ogino.

President and CEO of VML Tokyo, Kazuki Imahashi is a communication design specialist, integrating both online and offline touch points. With significant industry experience in planning successful digital marketing campaigns for global and local brands, Imahashi has already established strong relationships with more than 100 digital specialist agencies.

VML Tokyo's Director of Digital Strategy, Hideki Ogino, specializes in the field of online brand presence and owned media, with over a decade of experience in web design and digital marketing for the Japanese market. Ogino also provides direct consulting on digital strategies to many global brands.

Commented Ogino, "VML Tokyo is a unique mix of digital marketing talent with a strong focus on business results. Our capabilities go beyond web development and digital marketing, and into cutting edge ad technology. Our rich experience in digital campaigns across industries with our strong technical advantage allows us to guarantee results, and provide speed like no other agency in Japan."

The launch of VML Tokyo continues a collaborative global expansion strategy between VML and Y&R Advertising to create a global digital network.

The new office is already providing services to global VML clients and local clients. Learn more about VML Tokyo here: <http://tokyo.vml.com>

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**About VML Tokyo**

VML Tokyo provides effective digital marketing campaigns to global brands seeking competitive advantage in the Japanese market. Strong ROI is guaranteed through value-based pricing and efficient operations by integrated teams of digital experts. VML Tokyo's wide network of over 100 specialist agencies provides the flexibility and focus for high potential strategies to deliver fast and tangible business results. VML Tokyo launched as a network of 3 digital agencies specializing in Web Production, E-Commerce, and Digital Media. With a resource of over 90 digital specialists, it can provide full service digital marketing to clients across Japan.

<http://www.ficc.jp>; <http://netconciierge.jp>; <http://www.fringe81.com>

**About VML**

VML is a global digital marketing agency with major operations on five continents. Since its founding in 1992, VML has been dedicated to delivering creative solutions at the intersection of marketing and technology.

VML engineers best-in-class digital experiences for some of the most respected and recognized brands in the world, including SAB Miller brands Coors and Coors Light, Carlson Hotels, Colgate-Palmolive, Dell, English Premier League, Gatorade, Hill's Pet Nutrition, Kashi, Kellogg's, Microsoft, SAP, Southwest Airlines, T-Mobile, U.S. Bank, Wendy's, Western Union and Xerox.

With a successful track record in digital marketing, VML was named a "Standout Shop" in *Ad Age's* annual A-List issue in 2012. Additionally, VML was recognized as a Strong Performer in the Forrester Wave™: U.S. Digital Agencies — Mobile Marketing Strategy and Execution, Q1 2012.

Headquartered in Kansas City, Mo., VML has principal offices in Kansas City, Seattle, Chicago, New York, Sao Paulo, London, Milan, Sydney, Singapore, Mumbai, and Jakarta. VML has been a member of the WPP Group of global communication agencies since 2001. VML, alongside Y&R Advertising, is a part of the Y&R family within WPP. Learn more at [vml.com](http://vml.com).