

January 15, 2020

ADK CONNECT launches in Asia

ADK's 'next generation' performance marketing arm has launched in selected Asian offices, bringing together their digital and data capabilities and focusing on real-time solutions for their clients.

ADK CONNECT will initially be embedded in ADK's Singapore, Bangkok, Shanghai, Guangzhou, Hong Kong, Taipei and Vietnam offices, expanding to the entire network within 12 months.

As part of this initiative, ADK has acquired shares of Vietnamese independent digital agency, VietBuzzAd in Ho Chi Minh City. VietBuzzAd, is one of the leading digital agencies in Vietnam, having won a top 10 YouTube Ads Leaderboard at Cannes Lions Festival 2019 for the LG World Cup campaign `Set Fire to the Dreams`.



ADK CONNECT provides fully integrated end-to-end digital solutions, using data analytics to empower creative planning and performance campaigns. In addition to strategic planning/creative development — ADK's traditional strengths — Connect leverages effective ad tech solutions for KPI-driven audience targeting, content personalization, optimization and customer conversion for brands that seek marketing ROI, accountability (strategic development source certainty), measurability (campaign result measurability) and transparency from their digital agency.

Following the share acquisition by ADK, VietBuzzAd's brand name will change to "VBA" from January 2020. Along with our existing Vietnam base, the acquisition should enhance ADK's capabilities in Vietnam, further strengthen our digital-related services and expand business scale.

Yasu Katagi, CEO of ADK Global Operations (pictured right) comments “ADK CONNECT takes us into the next stage of our growth in Asia, focused on bringing future-facing solutions to our client partners. ADK CONNECT helps us deploy the best trends, tech and practices to develop new tactics and strategies to optimise results. I’m also very happy to be able to work with VietBuzzAd in Vietnam, one of our fastest growing markets that’s 100% focused on digital innovation. ADK CONNECT lets us further accelerate this growth and provides solutions that will drive our client’s business”.

Nguyen Huu Hanh, CEO & Founder of VietBuzzAd (pictured left), says “I am excited to be joining ADK Global family – and especially ADK CONNECT. It will provide strong integrated digital solutions for ADK clients and gives us the base to further grow the business of our existing clients – and opens up great opportunities in other markets”.

<VietBuzzAd Outline>

Company name: VTP Vietnam Joint Stock Company
holding registration number 0315217895

Location: 16th Floor, 33 Le Duan Street, Ben Nghe Ward, Dist. 1, HCMC, Vietnam

Established: November, 2010

CEO: CEO: Nguyen Huu Hanh

Business: A digital agency offering 360-degree services centered on performance marketing and including creative work, planning, strategy, social media and content production.

URL: www.vba-adk.com

Contact: Yuri Hirao, Tsubasa Maruyama
Office of Corporate Communications, ADK Holdings Inc.
Email: adkpr@adk.jp, Tel: +81-3-6830-3855