



PRESS RELEASE

Isobar Wins Adobe Innovation Partner of the Year in Japan

Monday 3rd September / London & Tokyo

Isobar, the global digital marketing agency, has been recognised for its innovative work with Adobe in Japan. Dentsu Isobar, a team of over 400 digital pioneers in Tokyo, has won Adobe Japan Innovation Partner of the Year for the development and delivery of Adobe Solutions in Japan.

In 2017, Isobar launched 'Quick Win,' a series of offerings that supports the installation and operation of Adobe Experience Cloud solutions. By launching Quick Win For Digital Experience, Analytics, Digital Assets Management and Analytics for B2B, the Dentsu Isobar team has developed a best practice approach for delivering short-term, cost effective and support for clients leveraging Adobe Solutions in Japan.

In addition to this year's rollouts, the Dentsu Isobar team provided clients with data analyst training using Adobe Analytics, which also supported the talent development of its own employees.

Jim McCready, President of Adobe Japan said, *"Congratulations to the Dentsu Aegis Network group for Dentsu Isobar's winning of the Japan Partner Innovation Award in addition to the APAC Experience Cloud Partner of the Year."*

Adobe's commitment to build our partner ecosystem is stronger than ever, and it's an honour for us to acknowledge the true support and innovation our partners are driving in customer success and experience.

We appreciate Dentsu Isobar's continuous contribution to Adobe's business and together, we look forward to helping more customers transform into Experience Businesses."

Hidetoshi Tokumaru, Dentsu Isobar President & CEO said, *"By continually developing new offerings and innovating ways to contribute to the expansion of Adobe solutions, Dentsu Isobar supports not only the introduction and usage of Adobe products, but also continuously tests the ways in which brands can navigate the experience economy and the digital market in Japan."*

Adobe partners with the best agencies, consultancies and technology providers across Asia Pacific to provide leading-edge solutions that enable customers to drive innovative, personalised experiences, data-driven marketing and cross-channel marketing. The Adobe Innovation Awards acknowledge and celebrates partner success, innovative work and dedication to customer success using Adobe technologies. At the 2018 Adobe

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Innovation Awards, Isobar Australia received the Customer Experience Accolade, and Accordant Linked By Isobar won the Cross-Channel Marketing, the Programmatic Marketing and the Adobe Public Sector Award for Australia and New Zealand.

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About Isobar:

Isobar is a global digital agency of 6,500 people across 45 markets, united by our mission to transform businesses, brands and people's lives with the creative use of digital. Informed by our consultancy practice, we deliver experience-led transformation, solving complex business challenges through our marketing, ecosystems and products & services offering. Isobar has won over 300 awards in the last year including Grand Prix for Digital Craft at Cannes Lions and Asia-Pacific Digital Network of the Year. Key clients include Coca-Cola, adidas, Enterprise, P&G, Philips and Huawei. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc. www.isobar.com

About Isobar & Adobe

Isobar holds Global Strategic Partner status with Adobe, the highest level of partnership for an agency, with over 100 certifications around the globe. As a Global Strategic Partner, Adobe recognises that Isobar Commerce develops and delivers specialised Adobe practices using multiple Adobe Experience Cloud solutions, including CMS, Marketing and Ad Cloud, across numerous geographies. Isobar has launched experiences for some of the world's leading brands, and offer our clients a range of Adobe expertise, from business optimisation, ecommerce solutions and cloud services, to consumer insights, media optimisation and web experience design.