



Masashi Ariizumi
Senior Planning Director
Asatsu-DK (ADK), Japan

Beginning his career at ADK Japan in 1990, Masashi Ariizumi was initially assigned to International Account Services. In the course of working with major global brands and clients, he became very good at coming up with unconventional ideas. Several of his groundbreaking projects have been spotlighted, including Levi's, Domino's Pizza, Singapore Airlines, and Starbucks Coffees.

Later, Masashi channelled his energies into strategic planning. His philosophy for achieving client objectives is to focus on new "discoveries" based on consumer insights, developing creative ideas to maximize the best possible touchpoints. He takes up each new challenge with enthusiasm, developing breakthrough proposals characterized by a creative, unconventional, interactive approach.

His team has won several awards, including an AdFest award for Domino's Pizza Japan website and London International, One Show Design and Spikes Asia awards for Levi's Japan Brand Book. Masashi also served on the jury for the 2013 Spikes Asia Festival of Creativity Media Category.