

Hakuhodo Group wins 1 Gold and 2 Bronze at The One Show 2019

Tokyo—May 21, 2019—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that the Hakuhodo Group company TBWA\HAKUHODO has won 1 Gold and 2 Bronze at The One Show 2019.

One of the world's premier advertising awards, The One Show is held annually in New York by The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

Title: Pride Jersey

Advertiser: AIG Japan Holdings

Agency: TBWA\HAKUHODO

Gold

- Design: Innovation in Design

Bronze x 2

- Cultural Driver: New Trends
- Public Relations: Innovation in Public Relations

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world's 4th largest advertising agency according to *Advertising Age's* "Agency Report 2019."

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuhodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhodo-global.com

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