

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.

Hakuhodo Inc.

June 28, 2019

**Hakuhodo DY Group companies awarded 7 Lions including Gold at Cannes Lions International Festival of Creativity 2019
Also wins Gold for Japan in the Young Lions PR Competition**

Tokyo—June 28, 2019—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group companies have won 1 Gold, 2 Silver and 4 Bronze at the 66th Cannes Lions International Festival of Creativity.

Additionally, in the Young Lions Competition, which is open to national teams comprising two young professionals aged 30 or younger, a Hakuhodo team representing Japan won the Gold in the Young Lions PR Competition.



The Young Lions PR Competition winning team: Taro Taniwaki (left) and Takumi Sekiya (right)

Awards won

Gold

Design Lions (Communication Design / Brand Collateral)

Title: The Most Challenging Pingpong Table

Advertiser: Japan Para Table Tennis Association (JPTTA)

Agency: TBWA\HAKUHODO

Silver

Design Lions (Brand-Building / Creation of a New Brand Identity)

Title: The Restaurant of Mistaken Orders

Advertiser: The Restaurant of Mistaken Orders General Incorporated Association

Agency: TBWA\HAKUHODO

Brand Experience & Activation Lions (Excellence in Brand Experience / Sponsorship & Brand Partnership)

Title: Pride Jersey

Advertiser: AIG Japan Holdings

Agency: TBWA\HAKUHODO

Bronze

Industry Craft Lions (Art Direction / Brand & Communication Design)

Title: The Most Challenging Pingpong Table

Advertiser: Japan Para Table Tennis Association (JPTTA)

Agency: TBWA\HAKUHODO

Entertainment Lions for Music (Innovation in Music / Use of Music Technology or Innovation)

Title: Sound-Free Concert

Advertiser: Japan Philharmonic

Agency: TBWA\HAKUHODO

Media Lions (Excellence in Media / Use of Integrated Media)

Title: Red Restaurants List

Advertiser: Takasaki City

Agencies: Hakuhodo Kettle Inc., Hakuhodo Inc.

Design Lions (Brand Environment & Experience Design / Spatial & Sculptural Exhibitions and Experiences)

Title: The Impactful Reminder

Advertiser: Vision Zero Project (City of Montreal)

Agency: Sid Lee Montreal

About Cannes Lions International Festival of Creativity

Held over five days in Cannes, France, Cannes Lions is one of the largest advertising and communications events in the world. This year the event was held from June 17–21 and drew 30,953 entries from around the world.

Gold

Young Lions Competitions (PR)

Japan

Takumi Sekiya, TBWA\HAKUHODO

Taro Taniwaki, Hakuhodo

Client: WWF

Challenge: Develop a PR campaign to communicate the fact that forests are being destroyed in the food production process

About the Young Lions Competitions

Young Lions is an official program of the Cannes Lions International Festival of Creativity. National teams comprising two creatives aged 30 or younger are given a challenge to make a film, proposal or presentation within a given period of time. The results are evaluated comprehensively by judges and Gold, Silver, and Bronze winners decided. Contenders are briefed on the challenge onsite on the day of the competition, creating a tense atmosphere among the young participants every year.

■ About Hakuholdo DY Holdings

Hakuholdo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuholdo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944) and Yomiko Advertising Inc. (founded 1946) integrated and created a joint holding company (“DY” represents the initial letters of Daiko and Yomiko, respectively).

The Hakuholdo DY Group comprises five distinct groups: Hakuholdo, Daiko, Yomiko, the integrated media services network Hakuholdo DY Media Partners, and the strategic operating unit kyu. Advertising Age ranks the Group as the world’s No. 12 agency company. The Group consists of 312 subsidiaries and affiliates, with a combined total of over 15,000 employees working in 21 countries.

Sei-katsu-sha Insight, the centerpiece of the Hakuholdo DY Group’s philosophy, is the foundation for the Group’s thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams. They are *sei-katsu-sha*, or “people with lives.” Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree, perspective on peoples’ lives.

Renowned for its creativity, the Hakuholdo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

■ 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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