

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.

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## **Hakuhodo DY Group wins 2 Silver at 2019 Clio Awards**

Tokyo—October 15, 2019—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group companies have won two awards at the 2019 Clio Awards in New York, USA.

Established in 1959 and held for the 60th time this year, the Clio Awards are an international competition that recognize creativity in the advertising industry. Alongside The One Show and Cannes Lions International Festival of Creativity, they are one of the three biggest advertising awards shows.

Awards won

### **Silver**

- Print & Out of Home Technique: Art Direction  
Title: The Most Challenging Pingpong Table  
Advertiser: Japan Para Table Tennis Association (JPTTA)  
Agency: TBWA\HAKUHODO
- Film Technique (Music – Original): Music-Original  
Title: Too Gay to Give  
Advertiser: Egale  
Agency: Sid Lee

### ■ About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhodo 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 Hakuhodo DY Group comprises five distinct groups: Hakuhodo, Daiko, Yomiko, the integrated media services network Hakuhodo 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 Hakuhodo 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." Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree, perspective on peoples' lives.

Renowned for its creativity, the Hakuhodo 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](http://www.hakuhodo-global.com)

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Media contacts:  
Corporate Public Relations Division  
koho.mail@hakuhodo.co.jp