

Hakuhodo Group named Regional Agency of the Decade - Asia No. 2 at Cannes Lions

Tokyo—June 26, 2020—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that the Hakuhodo Group has been named the No. 2 Regional Agency of the Decade for Asia in the Lions Creativity Report of the Decade, announced at Cannes Lions International Festival of Creativity’s Lions Live.

Featuring a variety of sessions and a showcase of previous award-winning work, Lions Live was held by Cannes Lions online June 22–26. Cannes Lions tabulated data on winning works from the decade 2010–2019, announcing agencies that won large numbers of awards and honoring their achievements.

The Hakuhodo Group was recognized for continuously winning awards and consistently providing work of a high standard across the last ten years.

The winners were announced for the following six global awards and six regional awards:

Holding Company of the Decade

Network of the Decade

Agency of the Decade

Independent Agency of the Decade

Palme d’Or of the Decade

Brand Marketer of the Decade

Regional Agency of the Decade – North America

Regional Agency of the Decade – Latin America

Regional Agency of the Decade – Asia

Regional Agency of the Decade – Pacific

Regional Agency of the Decade – Europe

Regional Agency of the Decade – MEA

Held in Cannes, France, Cannes Lions is the world’s largest advertising and communications event. Judging in the usual categories and the Festival itself were cancelled this year due to the global spread of COVID-19.

■ 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 3rd largest advertising agency according to *Advertising Age’s* “Agency Report 2020.”

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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