

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group wins 3 Gold, 1 Silver at The One Show 2020

Tokyo—June 30, 2020—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group companies have been awarded three Gold and one Silver at The One Show 2020.

One of the world's premier advertising competitions, The One Show is held by New York-based non-profit organization The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

Gold

- Out of Home: Experiential & Installations / Experiential & Immersive

Title: The Most Challenging Pingpong Table

Advertiser: Japan Para Table Tennis Association

Agency: TBWA\HAKUHODO

- Design: Out of Home / Brand Installations

Title: The Impactful Reminder

Advertiser: Vision Zero Project and the City of Montreal

Agency: Sid Lee / Montreal

- Radio & Audio: Craft / Writing – Campaign

Title: Get an Original Track

Advertiser: TA2 Sound + Music / Toronto

Agency: Sid Lee / Toronto

Silver

- Radio & Audio: Broadcast / Campaign

Title: Get an Original Track

Advertiser: TA2 Sound + Music / Toronto

Agency: Sid Lee / Toronto

■ 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 seven distinct groups: the Group's integrated advertising companies Hakuhodo, Daiko, and Yomiko; the next-generation digital agency IREP; the integrated media company Hakuhodo DY Media Partners; D.A.Consortium; and the strategic operating unit kyu.

Advertising Age ranks the Group the world's No. 11 agency company. The Group consists of 374 subsidiaries and affiliates, with a combined total of over 21,000 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.

To learn more, visit:

Hakuhodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

Hakuhodo Inc.: <http://www.hakuhodo-global.com>

TBWA\HAKUHODO: <http://www.tbwahakuhodo.co.jp/en/>

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