

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.

Hakuhodo Inc.

SIX wins Boutique Agency of the Year, Hakuhodo DY Group companies win 3 Silver, 3 Bronze at the ADC 99th Annual Awards in New York

Tokyo—June 4, 2020—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group company SIX Inc. has won Boutique Agency of the Year, a special award, at the ADC 99th Annual Awards in New York. Hakuhodo DY Group companies also won three Silver and three Bronze awards.

Presented by the Art Directors Club, which was founded in New York, USA in 1920, the ADC Annual Awards judge advertising and design by the same standards as fine art. They are the world's longest-running international awards for advertising.

Awards won

Boutique Agency of the Year

SIX Inc.

Silver Cube

- Spatial Design: Spatial Design / Installation Design

Title: Mori Building Urban Lab

Advertiser: Mori Building Co., Ltd.

Agency: SIX Inc.

- Brand / Communication Design: Branding / Branding Systems / Identities - Integrated

Title: CN100 - A Moving Celebration

Advertiser: Canadian National Railway Company (CN)

Agency: Sid Lee / Montreal

- Experiential Design: Design for Good / Experiential Design

Title: The Impactful Reminder

Advertiser: Vision Zero Project and the City of Montreal

Agency: Sid Lee / Montreal

Bronze Cube

- Experiential Design: Environmental Design / Exhibition Design

Title: The Impactful Reminder

Advertiser: Vision Zero Project and the City of Montreal

Agency: Sid Lee / Montreal

- Interactive: Social Media / Twitter
Title: Fact Avalanche
Advertiser: Protect Our Winters Canada
Agency: Sid Lee / Montreal

- Integrated: Integrated / Digital
Title: Bucket Bangers
Advertiser: KFC France SAS
Agency: Sid Lee / Paris

■ 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>

SIX Inc. <http://sixinc.jp/>

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