

Hakuhodo Group wins 1 Silver and 2 Bronze at 2020/2021 Clio Awards

Tokyo—May 13, 2021—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies won 1 Silver and 2 Bronze at the 2020/2021 Clio Awards. The winners were revealed on April 28.

Established in 1959 and held for the 61st this time this year, the Clio Awards are an international competition that recognizes creativity in the advertising industry. They are one of the three biggest advertising awards shows, along with The One Show and Cannes Lions International Festival of Creativity.

Awards won

Silver

- Film Craft (Cinematography): Cinematography
Title: Don't Die Till That Day
Advertiser: Central Department Store Ltd.
Agency: Wolf Bkk

Bronze

- Digital/Mobile: Other
Title: A Ciphered Release of Music Video: STRAY SHEEP CODE
Advertiser: Sony Music Labels Inc. / Reissue Records Inc.
Agency: SIX Inc.
- Design: Posters
Title: Sound-Free Concert Posters (2019)
Advertiser: Japan Philharmonic Orchestra
Agency: TBWA\HAKUHODO

■ 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 third largest advertising agency according to *Ad Age's* "Agency Report 2021."

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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