

Hakuhodo Group wins 1 Gold, 1 Silver at PR Awards Asia 2021

Tokyo—June 23, 2021—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Group companies Pilot Group in Taiwan and Biz-Eyes in Vietnam have been awarded Gold and Silver, respectively, at PR Awards Asia 2021.

Hosted by the Haymarket Media publications *PRWeek* and *Campaign*, PR Awards Asia celebrates the most outstanding, inspired and successful campaigns, individuals and companies in communications in the Asia-Pacific region. One of the premier events in the public relations industry, PR Awards Asia was held for the 20th time in 2021.

Awards won

Gold

- Campaign/PR Event

Title: Welcome aboard! Luxurious journey with Galaxy Z Fold2

Advertiser: Samsung Electronics Taiwan

Agency: Pilot Group

Silver

- Campaign/Best Use of Social Media

Title: Lifebuoy Tet - KAIROS

Advertiser: Unilever Vietnam

Agency: Biz-Eyes

■ 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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