

Hakuhodo Group wins 2 Bronze at Cannes Lions 2020/2021 Also wins Bronze in the Young Lions Digital Competition

Tokyo—July 9, 2021—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that the Hakuhodo Group has won two Bronze at Cannes Lions International Festival of Creativity 2020/2021.

One of the world’s most prestigious awards for advertising, Cannes Lions was cancelled in 2020 due to the coronavirus pandemic. In 2021, entries from both 2020 and 2021, a total of 29,074 entries from 90 countries, were judged and 982 works from 53 countries awarded prizes. Seminars and award presentation ceremonies were held online across the five days June 21–25.

In the Young Lions competitions, where national teams of two young creators aged 30 and under go head-to-head, a team from Hakuhodo Group member United Communications Group selected to represent Taiwan won Bronze in the Digital competition.

Awards won

Cannes Lions

Bronze

- Digital Craft

Title: Mori Building Urban Lab

Advertiser: Mori Building Co., Ltd.

Agency: SIX Inc.

- Health & Wellness

Title: 30SOAP

Advertiser: Dreams Inc.

Agency: TBWA\HAKUHODO

Young Lions Digital Competition

Bronze

- Taiwan

Fan Hao Tseng, United Communications Group

Chia Hsuan Lin, United Communications Group

■ 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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