

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group wins 2 Gold, 2 Bronze at The One Show 2022

Tokyo—June 1, 2022—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group companies have been awarded two Gold and two Bronze at The One Show 2022.

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

- Gaming: Experiential & Immersive Games
Title: Pokémon WONDER
Advertiser: The Pokémon Company
Agency: SIX Inc.
- Design: Editorial / Books
Title: Circular Design for Fashion
Advertiser: Ellen MacArthur Foundation
Agency: Sid Lee

Bronze

- Design: Spatial Design / Architecture
Title: Hi Toilet
Advertiser: The Nippon Foundation
Agency: TBWA\HAKUHODO
- Design: Innovation & Transformation / Innovation in Lockdown
Title: Hi Toilet
Advertiser: The Nippon Foundation
Agency: TBWA\HAKUHODO

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

The Group consists of 415 subsidiaries and affiliates, with a combined total of over 24,000 employees working in 21 countries and regions. *Ad Age* ranked it at No. 9 in its most recent annual ranking of the world's largest agency companies.

Sei-katsu-sha Insight, the centerpiece of the Hakuholdo 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." Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples' lives.

Renowned for its creativity, the Hakuholdo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

To learn more, visit:

Hakuholdo DY Holdings Inc.: <https://www.hakuholdody-holdings.co.jp/english/>

Hakuholdo Inc.: <http://www.hakuholdo-global.com>

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

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