

Hakuhodo Group win 1 Silver, 3 Bronze at 2022 Clio Awards

Tokyo—May 11, 2022—Hakuhodo Inc., the world's second largest advertising company, is pleased to announce that Hakuhodo Group companies have won 1 Silver and 3 Bronze at the 2022 Clio Awards.

Established in 1959, the Clio Awards is an international competition that recognizes creative excellence in the advertising industry. Alongside The One Show and Cannes Lions International Festival of Creativity, it is one of the world's three premier advertising awards shows.

Awards won

Silver

- Branded Entertainment & Content: Partnerships/Co-Creation
Title: Who Shaved Beard Chang's Trademark Beard?
Advertiser: Braun GmbH/Heng Leong Hang Co., Ltd.
Agency: UNISURF Digital Marketing (United Communications Group)

Bronze

- Design: Spatial Design
- Innovation: Product Innovation
Title: Hi Toilet
Advertiser: The Nippon Foundation
Agency: TBWA\HAKUHODO
- Film: 61 Seconds to Five Minutes
Title: Shop Unfriend
Advertiser: Central Department Store Ltd.
Agency: Wolf BKK

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhodo is the world's second largest advertising agency according to *Ad Age's* "Agency Report 2022." The company is the core agency of the Hakuhodo DY Group.

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.

With *sei-katsu-sha* insight as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuhodo-global.com

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