

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group picks up 3 Pencils at D&AD Awards 2022

Tokyo—June 10, 2022—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group companies have won 1 Yellow and 2 Wood Pencils at D&AD Awards 2022.

One of the most prestigious advertising competitions in the UK, the D&AD Awards were established in 1962 by the registered charity D&AD. Awards were given in 41 categories this year.

Awards won

Note: Yellow and Wood Pencils are equivalent to Gold and Bronze, respectively.

Yellow Pencil

- Craft: Animation
Title: Hair Album
Advertiser: Takara Belmont Corporation
Agency: Hakuhodo Inc.

Wood Pencils

- Culture: Entertainment
Title: Louvre Flashback Tour
Advertiser: Prime Video
Agency: Sid Lee Paris
- Design: Graphic Design
Title: EMF Fashion Book
Advertiser: Ellen MacArthur Foundation
Agency: Sid Lee Montréal

■ 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 Hakuhodo DY Group comprises seven distinct groups: The Group’s integrated advertising companies Hakuhodo, Daiko, and Yomiko; the next-generation digital agency IREP; the integrated media company Hakuhodo 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 Hakuhodo 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." Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples' lives.

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

To learn more, visit:

Hakuhodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

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