

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group wins 1 Silver, 2 Bronze at Cannes Lions 2022

Tokyo—July 07, 2022—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group companies have won 1 Silver and 2 Bronze at Cannes Lions International Festival of Creativity 2022.

One of the world's most prestigious awards for advertising, Cannes Lions was held on location at Cannes this year for the first time after a two-year hiatus. There were 25,464 entries from 87 countries, with awards given in 29 disciplines, including the newly established Creative B2B Lions.

Awards won

Silver

- Creative Commerce: Creative Commerce: Sectors (Food & Drink)
Title: Favorite Food Soy Sauce
Advertiser: Dento Design Kobo Inc.
Agency: Hakuhodo Inc.

Bronze

- Design: Communication Design
Title: Circular Design for Fashion
Advertiser: Ellen MacArthur Foundation
Agency: Sid Lee
- Entertainment Lions for Music: Excellence in Music
Title: Play Has No Limits Feat. Kenshi Yonezu
Advertiser: Sony Interactive Entertainment Inc.
Agency: SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

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/>

Hakuhodo Inc.: <http://www.hakuhodo-global.com>

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