

Hakuhodo Group wins 3 awards at London International Awards 2022

Tokyo—October 28, 2022—Hakuhodo Inc., the world’s second largest advertising company, is pleased to announce that Hakuhodo Group companies have picked up one Silver and two Bronze, a total of three awards, at London International Awards 2022.

Established in 1986 as the London International Advertising Awards, the London International Awards (LIA) was the first international advertising awards to recognize the three media TV, print and radio equally. In response to the rapidly changing environment of the industry, the word “Advertising” was removed from the title in 2004 and LIA was reborn as a champion of outstanding creativity in all media.

Awards won

Silver

- Radio & Audio: Use of Music
Title: Journa-Rhythm
Advertiser: The Asahi Shimbun Company
Agency: TBWA\HAKUHODO

Bronze

- Podcast: Media
Title: Journa-Rhythm
Advertiser: The Asahi Shimbun Company
Agency: TBWA\HAKUHODO
- TV/Cinema: Humor
Title: Bollywood Badass
Advertiser: Calbee Tanawat Co., 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 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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