

SIX wins three prizes including top honor at 2022 Clio Entertainment

Tokyo—December 5, 2022—Hakuhodo Inc. is pleased to announce that SIX, a Hakuhodo Group company, has won a Clio Grand (top honor), as well as one Gold and one Silver at the 2022 Clio Entertainment Awards.

Established in 1959, the Clio Awards is one of the three premier advertising award shows that recognize creative excellence in the advertising industry. Clio also has a series of category-specific awards celebrating creativity in different disciplines including Clio Sports, Clio Music, Clio Entertainment, Clio Health and Clio Cannabis Awards.

Established in 1971, Clio Entertainment was the first show to celebrate creativity in the entertainment business. The prestigious awards recognize excellence in marketing and communications across film, television, live entertainment and gaming.

Awards won

Grand

- Games: Audio/Visual

Gold

- Games: Audio/Visual Craft

Silver

- Games: Partnerships Branded Content Video

Title: Play Has No Limits feat. Kenshi Yonezu
Advertiser: Sony Interactive Entertainment Inc.
Agency: SIX Inc.



■ 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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