

Hakuhodo Group wins 12 awards, including five Golds, at ADFEST 2023

Tokyo—April 4, 2023—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group picked up 12 awards at the ADFEST 2023. In all, the Group brought home five Gold, three Silver, and four Bronze.

ADFEST, one of the Asia-Pacific region's most prestigious advertising awards, drew 1,699 entries this year, which competed in 20 categories.

Awards won

Gold

- Brand Experience Lotus: Events
- Entertainment Lotus: Experiential
- Media Lotus: Use of Events
Title: ProPILOT Mop
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO
- Design Lotus: Product Design: Innovative & Sustainable Design
Title: Kiyasuku / Easy to Wear, Just for You
Advertiser: Co-wardrobe
Agencies: Hakuhodo Kettle Inc., Hakuhodo Inc.
- Design Lotus: Exhibitions, Events & Public Environment
Title: The Model City 1:1 Scale
Advertiser: Shizuoka City
Agencies: Hakuhodo Kettle Inc., dea inc.

Silver

- Brand Experience Lotus: Touchpoint Technology & Tech-led Brand Experience
- PR Lotus: Implementation: Use of Events
Title: ProPILOT Mop
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO
- Radio & Audio Lotus: Audio Craft: Use of Music
Title: Journa-Rhythm
Advertiser: The Asahi Shimbun Company
Agency: TBWA\HAKUHODO

Bronze

- Commerce Lotus: Innovative Commerce
Title: Kiyasuku / Easy to Wear, Just for You
Advertiser: Co-wardrobe
Agencies: Hakuhodo Kettle Inc., Hakuhodo Inc.
- Entertainment Lotus: Digital, Social & Emerging Technology
Title: ProPILOT Mop
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO

- Outdoor Lotus: Billboard, Ambient & Other Outdoor: Ambient: Special Build
Title: The Model City 1:1 Scale
Advertiser: Shizuoka City
Agencies: Hakuhodo Kettle Inc., dea inc.
- PR Lotus: Digital & Social: Use of Social
Title: The Unofficial Launch
Advertiser: adidas Japan K.K.
Agency: TBWA\HAKUHODO

■ 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

Media contact:

Corporate Public Relations Division, Hakuhodo Inc.

koho.mail@hakuhodo.co.jp