

Hakuholdo Group wins 1 Silver, 4 Bronze at the 2023 Clio Awards

Tokyo—May 26, 2023—Hakuholdo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuholdo Group companies have won one Silver and four Bronze at the 2023 Clio Awards.

Established in 1959, the Clio Awards is an international competition that recognizes creative excellence in the advertising industry. Alongside The One Show and Cannes Lions International Festival of Creativity, it is one of the world's three premier advertising awards shows.

Awards won

Silver

- Film Craft (Visual Effects): Visual Effects
Title: Play Has No Limits feat. Kenshi Yonezu
Advertiser: Sony Interactive Entertainment Inc.
Agencies: SIX Inc., Hakuholdo Inc., Hakuholdo Kettle Inc.

Bronze

- Audio: Streaming/Downloadable Content
- Branded Entertainment & Content: Music
Title: Journa-Rhythm
Advertiser: The Asahi Shimbun Company
Agency: TBWA\HAKUHODO
- Design Craft: Animation
Title: Thanks Factory -Winter-
Advertiser: Suntory Holdings Ltd.
Agencies: Hakuholdo Inc., SIX Inc., NAUTILUS-GO Co., Ltd., Hakuholdo Creative Vox Inc., TUGBOAT3
- Film: 61 Seconds to Five Minutes
Title: Play Has No Limits feat. Kenshi Yonezu
Advertiser: Sony Interactive Entertainment Inc.
Agencies: SIX Inc., Hakuholdo Inc., Hakuholdo Kettle 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, the company is the core agency of Hakuhodo DY Holdings, the world's 8th largest agency company according to *Ad Age*'s "Agency Report 2023."

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