

Hakuhodo Group picks up a Wood Pencil and Japan's only Future Impact Pencil at D&AD Awards 2023

Tokyo—June 6, 2023—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group companies won two awards—a Future Impact Pencil and a Wood Pencil—at D&AD Awards 2023.

One of the most prestigious advertising competitions in the world, the D&AD Awards were established in 1962 by the UK non-profit D&AD organization.

The D&AD Impact Award takes a different direction from other D&AD Awards. It aims to discover and promote creative ideas and initiatives with the impact to drive change toward a better society and sustainable future.

The Future Impact Pencil is the top award in the Future Impact category of the D&AD Impact Award and is for early-stage designs and initiatives recognized for their potential to drive change. The Hakuhodo Group had the only entry from Japan to win a Future Impact Pencil at this year's awards.

The Wood Pencil is said to be the D&AD Awards' equivalent to a bronze award.

Awards won

D&AD Impact Award

Future Impact Pencil

- Future Impact / Design
Title: Kiyasuku / Easy to Wear, Just for You
Advertiser: Co-wardrobe
Agencies: Hakuhodo Kettle Inc., Hakuhodo Inc.

D&AD Awards

Wood Pencil

- Experiential / Use of Technology
Title: ProPILOT MOP
Advertiser: Nissan Motor Co., Ltd.
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, 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

koho.mail@hakuhodo.co.jp