

Hakuhodo Group wins 9 Lions at Cannes Lions 2023, including 4 Gold

Tokyo—July 3, 2023—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group companies have won 4 Gold and 5 Bronze Lions at Cannes Lions International Festival of Creativity 2023.

Founded in 1954 and held every June in the southern French city of Cannes, Cannes Lions is one of the world's largest festivals of advertising and communication. This year it attracted 26,992 entries.

Awards won

Gold

- Craft: Design: Products
- Experience: Innovation: Innovation
Title: Shellmet (also sold under the name Hotamet)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO
- Craft: Film Craft: Production (Production Design / Art Direction)
- Craft: Film Craft: Production (Achievement in Production)
Title: "A Train of Memories," a movie commemorating the Sotetsu-Tokyu Link Line
Advertiser: Sotetsu Holdings Inc.
Agencies: SIX Inc. / good design company / Hakuhodo Inc. / Hakuhodo Kettle Inc.

Bronze

- Craft: Digital Craft: Form
- Craft: Film Craft: Post-Production
Title: "A Train of Memories," a movie commemorating the Sotetsu-Tokyu Link Line
Advertiser: Sotetsu Holdings Inc.
Agencies: SIX Inc. / good design company / Hakuhodo Inc. / Hakuhodo Kettle Inc.
- Entertainment: Entertainment Lions for Gaming: Branded Content for Gaming
Title: Play Has No Limits feat. Kenshi Yonezu
Advertiser: Sony Interactive Entertainment Inc.
Agencies: SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.
- Entertainment: Entertainment Lions for Music: Branded Content for Music
Title: Journa-Rhythm
Advertiser: The Asahi Shimbun Company
Agency: TBWA\HAKUHODO
- Experience: Creative Business Transformation: Product & Service
Title: Shellmet (also sold under the name Hotamet)
Advertiser: Koushi Chemical Industry 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

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