

TBWA\HAKUHODO wins Grand and Gold at the 2023 Clio Health Awards

Tokyo—August 2, 2023—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has won a Grand, the highest award, at the 2023 Clio Health Awards. It also received a Gold in another category.

Clio Health Awards was founded in 2009 as an extension of the international competition Clio Awards that celebrates creative excellence in the advertising industry. The Awards recognizes creative marketing, advertising and communications in the physical, mental and social well-being fields of the ever-evolving global health industry.

Awards won

Grand

- Design (Consumer Brand Health Initiative): Sustainability
Title: Shellmet (also sold under the name Hotamet)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO

Gold

- Innovation (Consumer Brand Health Initiative): Physical Product Innovation
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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