

## Hakuhodo Group wins Best of Show, 10 other awards, at New York Festivals Advertising Awards 2023

Tokyo—August 10, 2023—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Wolf BKK, a Hakuhodo Group creative boutique based in Thailand, has been awarded Best of Show at the New York Festivals Advertising Awards 2023. The honor is the Awards' top and only award for all entries. The win was the first for any Thailand-based advertising agency.

The Group also picked up two best-of-category Grand awards, four Gold, one Silver and three Bronze, for a total of 11 awards.

Established in 1957, New York Festivals is a collection of related international advertising competitions. The New York Festivals Advertising Awards is known for honoring highly socially responsible works each year, having established the United Nations Awards in collaboration with the United Nations.

Awards won

### Best of Show

Title: The Air Drummer  
Advertiser: Robinson Department Store  
Agency: Wolf BKK

### Grand

- Package & Product Design  
Title: Shellmet (also sold under the name Hotamet)  
Advertiser: Koushi Chemical Industry Co., Ltd.  
Agency: TBWA\HAKUHODO
- Film  
Title: The Air Drummer  
Advertiser: Robinson Department Store  
Agency: Wolf BKK

### Gold

- Film Craft (Production Accomplishment)  
Title: Drift Meets Drone  
Advertiser: Toyota Motor Corporation  
Agency: SIX Inc.
- Package & Product Design: Best Use  
Title: Shellmet (also sold under the name Hotamet)  
Advertiser: Koushi Chemical Industry Co., Ltd.  
Agency: TBWA\HAKUHODO
- Film: Products & Services
- Film: Best Use  
Title: The Air Drummer  
Advertiser: Robinson Department Store  
Agency: Wolf BKK

## Silver

- Package & Product Design: Products & Services  
Title: Shellmet (also sold under the name Hotamet)  
Advertiser: Koushi Chemical Industry Co., Ltd.  
Agency: TBWA\HAKUHODO

## Bronze

- Film Craft (Art Direction/Production Design)  
Title: A Train of Memories  
Advertiser: Sotetsu Holdings Inc.  
Agencies: good design company / SIX Inc. / Hakuholdo Inc. / Hakuholdo Kettle Inc.
- Film Craft (Cinematography)  
Title: Drift Meets Drone  
Advertiser: Toyota Motor Corporation  
Agency: SIX Inc.
- Avant-Garde/Innovative: Avant-Garde/Innovative  
Title: Shellmet (also sold under the name Hotamet)  
Advertiser: Koushi Chemical Industry Co., Ltd.  
Agency: TBWA\HAKUHODO

### ■ About Hakuholdo

Founded in 1895, Hakuholdo 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 Hakuholdo 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 Hakuholdo'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. Hakuholdo 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, Hakuholdo 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, Hakuholdo 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.hakuholdo-global.com](http://www.hakuholdo-global.com)

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