

Hakuhodo Group wins slew of awards, including 2 Gold, at 2024 Clio Awards

Tokyo—April 12, 2024—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won 10 awards, including Gold (2 Gold, 3 Silver, 5 Bronze) at the 2024 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 competitions.

Awarded works

Shellmet (also sold under the name Hotamet)

- **Gold** (Design: Sustainability: Product/Service)
- **Silver** (Innovation: Design: Product/Service)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO

AIZOME WASTECARE™ Industrial Waste – Certified as Skincare

- **Gold** (Public Relations: Environmental: Product/Service)
- **Bronze** (Design: Sustainability: Product/Service)
Advertiser: AIZOME
Agencies: Hakuhodo Inc. / Serviceplan

A Train of Memories

- **Silver** (Film Craft (Direction): Direction: Product/Service)
- **Silver** (Film Craft (Visual Effects): Visual Effects: Product/Service)
- **Bronze** (Film: 61 seconds to Five Minutes: Product/Service)
- **Bronze** (Film Craft (Production Design): Production Design: Product/Service)
Advertiser: Sotetsu Holdings Inc.
Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

ProPILOT Mop

- **Bronze** (Branded Entertainment & Content: Experience/Activation: Product/Service)
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO

Go for Launch

- **Bronze** (Branded Entertainment & Content: Film-Scripted: Product/Service)
Advertiser: CP Chicken
Agency: Wolf BKK

■ 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 completely 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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