

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group wins Gold and 6 other Lions at Cannes Lions 2024 Plus Silver in the Young Lions Media Competition

Tokyo—June 28, 2024—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are pleased to announce that Hakuhodo DY Group companies have won a Gold Lion and six Bronze Lions at the Cannes Lions International Festival of Creativity 2024.

Founded in 1954 and held in the southern French city of Cannes, Cannes Lions is one of the world's largest festivals of advertising and communication. It attracts over 20,000 entries each year. This year, its 71st, 26,753 works were entered.

In addition, a Hakuhodo team representing Japan won Silver in the Young Lions Media Competition. The Young Lions Competitions are for young creatives thirty or under, who enter in teams of two representing their country.

Awarded works

No Smiles

- Gold (Engagement: Social & Influencer: Culture & Context (Single-Market Campaign))
- Bronze (Classic: Audio & Radio: Culture & Context (Social Behaviour & Cultural Insight))
- Bronze (Entertainment: Entertainment Lions for Music: Partnerships (Partnerships with Music Talent))
Advertiser: McDonald's Japan
Agency: TBWA\HAKUHODO

Play Has No Limits feat. King Gnu

- Bronze (Entertainment: Entertainment Lions for Gaming: Branded Content for Gaming (Audio-Visual Content))
Advertiser: Sony Interactive Entertainment Inc.
Agencies: SIX Inc., Hakuhodo Inc., Hakuhodo Kettle Inc.

AIZOME WASTECARE™ Industrial Waste — Certified As Skincare.

- Bronze (Experience: Brand Experience & Activation: Sectors (Consumer Services/Business to Business))
Advertiser: AIZOME
Agencies: Serviceplan, Hakuhodo Inc.

The Family Cookvault

- Bronze (Craft: Design: Communication Design (Books))
Advertiser: IGA (Sobeys)
Agency: Sid Lee

Go For Launch

- Bronze (Classic: Film: Culture & Context (Challenger Brand))
Advertiser: CP Chicken
Agency: Wolf BKK

#SpreadSpoiledGuys

- Silver, Young Lions Media Competition
Seri Morikawa and Hinako Kawai, Hakuhodo Inc., Japan

■ About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhodo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944), and Yomiko Advertising Inc. (founded 1946) integrated and created a joint holding company ("DY" represents the initial letters of Daiko and Yomiko, respectively).

The Hakuhodo DY Group comprises eight distinct groups: The Group's integrated advertising companies Hakuhodo, Daiko Advertising and YOMIKO ADVERTISING; the next-generation digital agencies HAKUHODO DY ONE and SoldOut; the integrated media company Hakuhodo DY Media Partners; the specialized technology company HAKUHODO Technologies; and the strategic operating unit kyu.

The Group consists of 445 subsidiaries and affiliates with a combined workforce of over 28,800 professionals working in over 30 countries and regions around the world (as of March 2024). The Group ranked in the top 10 in US trade magazine *Ad Age*'s most recent annual ranking of the world's 25 largest agency companies.

Sei-katsu-sha Insight, the centerpiece of the Hakuhodo DY Group's philosophy, is the foundation for the Group's thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams. They are *sei-katsu-sha*, or "people with lives." Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples' lives.

Renowned for its creativity, the Hakuhodo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

To learn more, visit:

Hakuhodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

Hakuhodo Inc.: <http://www.hakuhodo-global.com>

TBWA\HAKUHODO: <http://www.tbwahakuhodo.co.jp/en/>

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