

Hakuhodo Group wins 11 awards at PR Awards Asia-Pacific 2024, including 5 Gold

Tokyo—June 28, 2024—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won a total of eleven awards at PR Awards Asia-Pacific 2024. The tally includes five Gold—the highest award in each category—as well as two Silver and four Bronze.

The PR Awards Asia-Pacific are cosponsored by *PRWeek* and *Campaign*, both of which are published by Haymarket Media, Britain's leading independent publishing group. They honor outstanding campaigns, individuals, and agencies throughout the Asia-Pacific. Now in their 23rd year, the PR Awards Asia-Pacific are among the most prestigious accolades in the PR industry.

Awarded works

Aquwearium Display

- Gold (Campaign: Best Sponsorship / Partnership)
- Bronze (Campaign: Best Creative Idea)
Advertiser: Osaka Aquarium Kaiyukan
Agencies: Hakuhodo Inc. / OZMA Inc.

Sea-Through Sheet

- Gold (Campaign: Best Use of VR/AR/MR)
Advertiser: Osaka Aquarium Kaiyukan
Agencies: Hakuhodo Inc. / OZMA Inc.

La Vie - Quiet Nature Regenerates Loud Life

- Gold (Campaign: PR Event)
- Gold (Campaign: Best Use of Digital)
- Silver (Campaign: Brand Development (Product))
Advertiser: La Vie (Nestlé Vietnam)
Agencies: Ogilvy Vietnam, OpenMind Vietnam, Biz-Eyes, Square Experiential Communications

Weekend-Milk Splash

- Gold (Campaign: Corporate Social Responsibility)
- Bronze (Campaign: Promotional Activity)
Advertiser: Japan Dairy Association
Agency: OZMA Inc.

Medical Manga Award

- Silver (Campaign: Post-Pandemic Recovery)
- Bronze (Campaign: Public Education)
Advertiser: City of Yokohama
Agency: OZMA Inc.

Local Information from a 120-centimeter Perspective

- Bronze (Campaign: Best Use of Content)
Advertiser: Saku City, Nagano
Agency: OZMA Inc.

For details on the winning works, visit the official PR Awards Asia-Pacific website at:

<https://prawardsasia.com/>

■ About Hakuodo

Founded in 1895, Hakuodo 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 Hakuodo DY Holdings, one of the world's top 10 largest agency companies according to *Ad Age's* "Agency Report 2024."

Sei-katsu-sha insight is the foundation for Hakuodo'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. Hakuodo 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, Hakuodo 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, Hakuodo 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.hakuodo-global.com

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