

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.  
Hakuhodo Inc.

## **Hakuhodo DY Group wins 9 awards, including Gold, at ADFEST 2025 Lotus Awards**

Tokyo—April 3, 2025—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are delighted to announce that the Hakuhodo DY Group has won nine awards (1 Gold, 5 Silver, 2 Bronze, 1 Lotus Roots) at ADFEST 2025 Lotus Awards.

Established in 1998, ADFEST is one of the premier international creative festivals in the Asia-Pacific region. This year, ADFEST's theme was "COLLiDE," the vibrant collision of diverse perspectives. The ADFEST 2025 Lotus Awards competition drew 1,641 entries. Lotus Roots, an award unique to ADFEST, is given to works that embody local values.

Awarded works

### **ADFEST 2025 Lotus Awards**

#### **Uncle KFC's Rice Bowl**

- **Gold** (Film Lotus: Online Film: Online Film: Retail)
- **Silver** (Digital & Social Lotus: Social Engagement: Brand Storytelling)  
Advertiser: KFC Thailand  
Agency: Wolf BKK

#### **This Is Not KFC**

- **Silver** (PR Lotus: Campaign Excellence: Resilience Through Creativity)  
Advertiser: KFC Thailand  
Agency: Wolf BKK

#### **Pride Code**

- **Silver** (Digital & Social Lotus: Campaign Excellence: Resilience Through Creativity)
- **Silver** (Sustainable Lotus: Social: Gender Equality)  
Advertiser: Asahi Shimbun Publications Inc., Spotify  
Agency: TBWA\HAKUHODO

#### **Ugchrome**

- **Silver** (Entertainment Lotus: Brand Partnership & Collaboration: Community Engagement)  
Advertiser: Google  
Agency: SIX Inc.

#### **True Blue Textile Project**

- **Bronze** (Design Lotus: Product Design: Product Design: Sustainable Design)
- **Bronze** (Design Lotus: Product Design: Product Design: Innovative Design)  
Advertiser: Kyocera Corporation  
Agency: TBWA\HAKUHODO

#### **Mini Me Hina Doll**

- **Lotus Roots**  
Advertiser: Sakyou Hina Doll Atelier  
Agencies: Hakuhodo Inc., SIGNING Ltd., Daiko Advertising Inc.

For further details, visit the ADFEST website.

<https://www.adfest.com/>

## ■ About Hakuholdo DY Holdings

Hakuholdo DY Holdings Inc. was established in 2003 in Tokyo, Japan through the integration of marketing communications companies Hakuholdo Inc., Daiko Advertising Inc. and YOMIKO ADVERTISING INC.

The Hakuholdo DY Group offers a diverse range of functions and services that extend far beyond the framework of a group of advertising companies. As a leading data-driven marketing company, we are committed to developing solutions that utilize AI and other cutting-edge technologies. A value creation partner dedicated to supporting our clients' sustainable growth, our creativity is world-renowned.

### To learn more, visit:

Hakuholdo DY Holdings Inc.: <https://www.hakuholdody-holdings.co.jp/english/>

Hakuholdo Inc.: <http://www.hakuholdo-global.com>

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