

## Hakuhodo Group wins 4 awards, including Gold, at 2025 Clio Awards

Tokyo—May 15, 2025—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group companies have won four awards, including Gold (1 Gold, 1 Silver, 2 Bronze), at the 2025 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

#### Uncle KFC's Rice Bowl

- **Gold** (Branded Entertainment & Content: Film-Scripted)
- **Bronze** (Film: Five Minutes and Over)  
Advertiser: KFC Thailand  
Agency: Wolf BKK

#### No Smiles

- **Silver** (Social Media: Specific Target Audience)
- **Bronze** (Audio: Specific Target Audience)  
Advertiser: McDonald's Japan  
Agency: TBWA\HAKUHODO

For further details, visit the Clio Awards website.

<https://clios.com/the-clio-awards>

### ■ 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, 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 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.hakuholdo-global.com](http://www.hakuholdo-global.com)

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