

Hakuhodo Group wins 11 awards, including Grand Prix, at Spikes Asia 2025

Tokyo—May 8, 2025—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group companies have won 11 awards, including a Grand Prix (1 Grand Prix, 1 Gold, 9 Bronze), at Spikes Asia 2025, one of the largest advertising festivals in the Asia-Pacific region.

In their 39th iteration this year, Spikes Asia 2025 drew 2,759 entries across 24 categories.

Awarded works

No Smiles

- **Grand Prix** (Entertainment: Partnerships with Talent)
- **Gold** (Music: Influencer & Co-Creation)
- **Bronze** (Brand Experience & Activation: Social Behaviour & Cultural Insight)
- **Bronze** (Creative Strategy: Collaboration)
Advertiser McDonald's Japan
Agency: TBWA\HAKUHODO

True Blue Textile Project

- **Bronze** (Design: Lifestyle, Fashion, Leisure, Sports & Outdoor)
- **Bronze** (Industry Craft: Art Direction: Brand & Communications Design)
Advertiser: Kyocera Corporation
Agency: TBWA\HAKUHODO

Pride Code

- **Bronze** (Direct: Media/Entertainment)
- **Bronze** (Outdoor: Corporate Purpose & Social Responsibility)
Advertisers: Spotify/The Asahi Shimbun
Agency: TBWA\HAKUHODO

Tale of The Dragon's Tail

- **Bronze** (Outdoor: Use of Humour)
Advertiser: Kinryu Ramen
Agency: Hakuhodo Inc.

The Symphony Plotter

- **Bronze** (Digital Craft: Digital Illustration & Image Design)
Advertiser: Japan Philharmonic Orchestra
Agency: TBWA\HAKUHODO

Drift Dream

- **Bronze** (Film Craft: Achievement in Production)
Advertiser: Toyota Gazoo Racing
Agency: SIX Inc.

■ 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.hakuhodo-global.com

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