

Hakuhodo DY Group wins 6 awards, including a Best of Discipline Pencil, at The One Show 2025

Tokyo—May 23, 2025—We are pleased to announce that the Hakuhodo DY Group has won six awards, including a Best of Discipline Pencil (1 Best of Discipline, 2 Gold, 2 Silver, 1 Bronze) at The One Show 2025.

One of the world's premier advertising competitions, The One Show is held by New York-based non-profit organization The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awarded works

No Smiles

- **Best of Discipline** (Music & Sound Craft)
- **Gold** (Music & Sound Craft: Artist / Brand Collaboration)
- **Silver** (Branded Entertainment: Music Videos)
Advertiser: McDonald's Japan
Agency: TBWA\HAKUHODO / ROBOT COMMUNICATIONS

Uncle KFC's Rice Bowl

- **Gold** (Branded Entertainment: Use of Humor)
- **Silver** (Branded Entertainment: Long Form Video / Single)
Advertiser: KFC Thailand
Agency: Wolf BKK / Suneta House

Au Pied de Cochon Branding

- **Bronze** (Design: Packaging / Mass-market)
Advertiser: Au Pied de Cochon
Agency: Sid Lee

For further details, visit the The One Show website.

<https://www.oneclub.org/theoneshow/showcase/2025/>

■ About Hakuhodo DY Holdings

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

The Hakuhodo 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:

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

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

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