

## Hakuhodo Group wins 2 Silver at Cannes Lions 2025

Tokyo—June 24, 2025—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won two Silver Lions at Cannes Lions International Festival of Creativity 2025.

Founded in 1954 and held in the city of Cannes in the South of France, Cannes Lions is one of the world's largest festivals of advertising and communication. It attracts over 20,000 entries each year. This year, its 72nd, 26,900 works were entered.

### Awarded works

#### Project: Memory Card

- **Silver** (Entertainment: Entertainment Lions For Gaming: Audio-Visual Content)  
Advertiser: Sony Interactive Entertainment Inc.  
Agency: SIX Inc., Hakuhodo Inc.

#### No Smiles

- **Silver** (Strategy: Creative Effectiveness: Market Disruption)  
Advertiser: McDonald's Japan  
Agency: TBWA\HAKUHODO

For further details, visit the Cannes Lions website: <https://www.canneslions.com/>

### ■ 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 2025."

*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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