

Hakuhodo Group wins 3 awards, including Graphite Pencil, at D&AD Awards 2025

Tokyo—June 2, 2025— Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, are pleased to announce that the Hakuhodo Group has won three awards, including a Graphite Pencil (1 Graphite Pencil, 2 Wood Pencils) at D&AD Awards 2025.

A prestigious UK-based advertising competition, D&AD Awards was established in 1962 by the non-profit organization D&AD. D&AD Awards is considered one of the most influential awards celebrating excellence in design and advertising. The Graphite Pencil is said to be the D&AD Awards' equivalent of a silver award, and the Wood Pencil the equivalent of a bronze award.

Awarded works

Uncle KFC's Rice Bowl

- **Graphite Pencil** (Entertainment: Entertainment: Scripted Long Form)
Advertiser: KFC Thailand
Agency: Wolf BKK

No Smiles

- **Wood Pencil** (Craft: Sound Design & Use of Music: Artist & Brand Collaboration)
Advertiser: McDonald's Japan
Agency: TBWA\HAKUHODO

Pride Code

- **Wood Pencil** (Advertising: Press & Outdoor: Interactive Poster Adverts)
Advertiser: Spotify / The Asahi Shimbun
Agency: TBWA\HAKUHODO

For further details, visit the D&AD Awards website:

<https://www.dandad.org/en/d-ad-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.hakuhodo-global.com

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