

## Hakuhodo Group hauls 25 awards, including Grand Prix of the Year, at MAD STARS 2025

Tokyo—September 9, 2025—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is delighted to announce that the Hakuhodo Group has won 25 awards, including Grand Prix of the Year, the highest award, at MAD STARS 2025. The full breakdown of awards is: 1 Grand Prix of the Year, 4 Gold, 4 Silver, 5 Bronze and 11 Crystal. (Crystal awards rank between Bronze and a Finalist placing.)

MAD STARS is an international advertising festival that combines creativity and technology. Held annually in Busan, Korea, it is the only award show in Asia that accepts entries from across the globe. This year, under the theme “AI-vertising, AI Advertising Marketing Era,” the festival focused on changes in the advertising and marketing domains wrought by AI.

Awarded works

### Uncle KFC’s Rice Bowl

Advertiser: KFC Thailand

Agency: Wolf BKK

- **Grand Prix of the Year**

Film Stars: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets

- **Gold**

Film Stars: Use of Film: Online Film

- **Crystal**

Branded Entertainment Stars: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets

### Smart Eye Camera

Advertiser: OUI Inc.

Agency: TBWA\HAKUHODO

- **Gold**

Innovation Stars: Innovation: Product Innovation

SDGs (Sustainable Development Goals) Stars: SDGs: Good Health and Well-Being

### This is NOT KFC

Advertiser: KFC Thailand

Agency: Wolf BKK

- **Gold**

Diverse Insights Stars: Culture & Context: Cultural Insight

### Project: Memory Card

Advertiser: Sony Interactive Entertainment Inc.

Agency: SIX INC.

- **Silver**

Music Stars: Music: Collaboration

Film Stars: Film Craft: Animation

- **Bronze**  
Film Stars: Film Craft: Art Direction/Production Design  
Film Stars: Film Craft: Visual Effects
- **Crystal**  
Game Stars: Game: Collaboration

### **Intelligent Puppet Iruyo**

Advertiser: Nissan Motor Corporation  
Agency: TBWA\HAKUHODO

- **Silver**  
Design Stars: Use of Design: Product Design
- **Crystal**  
Innovation Stars: Innovation: Product Innovation

### **Lost Corner AR Live**

Advertiser: Reissue Records Inc.  
Agency: SIX INC.

- **Silver**  
Interactive Stars: Interactive Craft: XR Extended Reality Interaction
- **Crystal**  
Design Stars: Use of Design: Digital Design

### **Pride Filter**

Advertiser: Marriage For All Japan  
Agency: TBWA\HAKUHODO

- **Bronze**  
Diverse Insights Stars: Culture & Context: Cultural Insight  
Direct Stars: Sectors: Non-for-Profit/Charity/Government

### **Sliding Mom**

Advertiser: CP-Meiji Co., Ltd.  
Agency: Wolf BKK

- **Bronze**  
Film Stars: Use of Film: Online Film

### **Pride Code**

Advertisers: Spotify Japan/The Asahi Shimbun  
Agency: TBWA\HAKUHODO

- **Crystal**  
Brand Experience & Activation Stars: Use of Brand Experience & Activation: Use of Print or Standard Outdoor in a Promotional Campaign  
Media Stars: Use of Media: Use of Outdoor in a Media Campaign

### **Tale of the Dragon's Tail**

Advertiser: Kinryu Ramen  
Agencies: Hakuhodo Inc./Ozma PR Inc./Hakuhodo Product's Inc.

- **Crystal**  
PR Stars: Practices & Specialism: Media Relations

## The Symphony Plotter

Advertiser: Japan Philharmonic Orchestra

Agency: TBWA\HAKUHODO

- **Crystal**

Design Stars: Use of Design: Data Visualization

## Seat To Lead

Advertiser: Mynavi Corporation

Agency: TBWA\HAKUHODO

- **Crystal**

PR Stars: Culture & Context: Cultural Insight

## UGChrome

Advertiser: Google

Agency: SIX INC.

- **Crystal**

Direct Stars: Use of Direct Marketing: Use of Social in a Direct Marketing Campaign

## 'The Last Supper' for Ants

Advertiser: Global Everest Co., Ltd.

Agency: United Communications Group

- **Crystal**

Print Stars: Sectors: Furniture/Household

For further details, visit the MAD STARS website:

<https://www.madstars.org/adstar/main/AdstarMainView.do>

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

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