

The Hakuohodo Group wins 17 awards, including Gold, at *Campaign's Agency of the Year 2025*

Tokyo—December 19, 2025—Hakuohodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuohodo Group has won 17 awards, including Gold (Agency categories: 3 Gold, 7 Silver, 3 Bronze; People categories: 4 winners) at Agency of the Year 2025, hosted by *Campaign Asia-Pacific*, Asia's largest advertising magazine.

Launched in 1994 and held for over 30 years, the Agency of the Year awards are the most prestigious awards celebrating advertising agencies, their people and their work, in the Asia-Pacific region. Awardees are selected based on a comprehensive assessment of their business performance and contributions to the advertising/communications industry, and recognized for their innovation and excellence in specialized fields such as media, digital, PR and marketing communications.

Awards won

JAPAN/KOREA

TBWA\HAKUHODO

- **Agency**
 - Gold:** Japan Creative Agency of the Year
 - Gold:** Japan/Korea Best Culture
 - Silver:** Japan Media Agency of the Year
 - Silver:** Japan/Korea Event Marketing Agency of the Year
 - Silver:** Japan/Korea Talent Development Programme of the Year
- **People**
 - Winner:** Juri Itsuki (Account Director): Japan/Korea Account Person of the Year
 - Winner:** Daisuke Tanaka (Strategic Planning Director): Japan/Korea Strategic/Brand Planner of the Year
 - Winner:** Shohei Oishi (Creative Director): Japan/Korea Young Creative Person of the Year
 - Commendation:** Wataru Uchida (President and CEO): Japan/Korea Agency Head of the Year
 - Commendation:** Kyoko Yonezawa (Head of Innovation): Japan/Korea Creative Leader of the Year
 - Commendation:** Yuta Hagi (Investment Planner): Japan/Korea Young Achiever of the Year

DISCO (an in-house content lab of TBWA\HAKUHODO)

- **Agency**
 - Gold:** Japan/Korea Production Company of the Year

SOUTHEAST ASIA

Wolf BKK

- **Agency**
 - Silver:** Southeast Asia B2C Marketing Agency of the Year
 - Bronze:** Thailand Creative Agency of the Year

IdeasXMachina Hakuohodo

- **Agency**
 - Silver:** Southeast Asia Talent Development Programme of the Year
 - Bronze:** Southeast Asia CSR Achievement of the Year

NJYN, IdeasXMachina Hakuohodo

- **People**
 - Winner:** Robin "Go" Estargo (Associate Creative Director): Southeast Asia Young Achiever of the Year

BRAND-Y (a business unit of IdeasXMachina)

- **Agency**
Silver: Southeast Asia Market Research Agency of the Year

GREATER CHINA

Pilot Hakuhodo

- **Agency**
Silver: Taiwan PR Agency of the Year

SOUTH ASIA

PMG India

- **Agency**
Bronze: South Asia Event Marketing Agency of the Year

APAC / NETWORK

IdeasXMachina Hakuhodo

- **Agency**
Commendation: Asia-Pacific Talent Development Programme of the Year

For further details, visit the Agency of the Year website: <https://aoyawards.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.hakuhodo-global.com

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