

Hakuhodo Group wins 9 awards, including Gold, at ONE Asia Creative Awards 2025

Tokyo—December 5, 2025—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group companies have won 9 awards (1 Gold, 5 Silver, 3 Bronze) at ONE Asia Creative Awards 2025.

ONE Asia Creative Awards was founded by The One Club for Creativity, a New York-based non-profit organization, to celebrate the best creative works from the Asia-Pacific region. The awards were established because of the tremendous growth and evolution of creativity in the region.

Awarded works

Smart Eye Camera

Advertiser: OUI Inc.

Agency: TBWA\HAKUHODO

- **Gold** (IP & Product Design: Products for Good)
- **Silver** (Creative Use of Technology: Technology for Good)

Project: MEMORY CARD

Advertiser: PlayStation

Agencies: SIX Inc., Hakuhodo Inc.

- **Silver** (Moving Image & Sound Craft: Animation)
- **Silver** (Gaming: Game Marketing)

This is NOT KFC

Advertiser: KFC Thailand

Agency: Wolf BKK

- **Silver** (Cultural Impact: Pop Culture - Fandom & Subculture)
- **Bronze** (Direct Marketing: Commerce)
- **Bronze** (Public Relations: Community Building)

GO! GR SUPRA SAFETY CAR!

Advertisers: Toyota Motor Corporation, TOYOTA GAZOO Racing

Agencies: SIX Inc., Hakuhodo Inc., Studeo, Yumenohieda Inc.

- **Silver** (Moving Image & Sound Craft: Visual Effects)

Sliding Mom

Advertiser: CP-Meiji Co., Ltd.

Agency: Wolf BKK

- **Bronze** (Film & Video: TV, VOD, & Online - Short Form)

For further details, visit the ONE Asia Creative Awards website

<https://oneasiaawards.org/>

■ 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

Media contact:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp