

NEWS RELEASE

•HAKUHODO•

koho.mail@hakuhodo.co.jp
www.hakuhodo-global.com

Hakuhodo Group's SIX wins 6 awards, including Gold, at 2026 Clio Music Awards

Tokyo—January 29, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group creative company SIX has won six awards (2 Gold, 2 Silver, 2 Bronze) at 2026 Clio Music Awards.

The Clio Awards is one of the world's three premier advertising competitions, alongside The One Show and Cannes International Festival of Creativity. Clio Music recognizes music's power to connect brands and *sei-katsu-sha*. It awards outstanding creativity in artist self-promotion, music marketing, brand collaborations, and the use of music in advertising.

Awarded works

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- **Gold** (Music Marketing: Design: Other)
- **Gold** (Music Marketing: Experience/Activation: Immersive/New Realities)
- **Silver** (Music Marketing: Design Craft: Art Direction)
- **Silver** (Music Marketing: Digital/Mobile, AI & Emerging Technologies: Virtual/Augmented Reality)
- **Bronze** (Music Marketing: Digital/Mobile & Social Media Craft: Other)

Advertiser: REISSUE RECORDS Inc.

Agency: SIX Inc.

Project: MEMORY CARD

- **Bronze** (Branded Content & Collaborations: Branded Entertainment & Content: Branded Entertainment & Content)

Advertiser: PlayStation

Agency: SIX Inc.

For further details, visit the Clio Music website:

<https://clios.com/music/>

■ 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