

Hakuhodo Group wins 15 category awards, including 4 Grand Prix, 4 special awards, including Agency of the Year by Market / Japan at Spikes Asia 2026

Tokyo—March 24, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is delighted to announce that the Hakuhodo Group has won 15 category awards, including four Grand Prix (4 Grand Prix, 4 Gold, 4 Silver, 3 Bronze) at Spikes Asia 2026, one of the largest advertising festivals in the Asia-Pacific region. The Group also won four special awards, including Agency of the Year by Market / Japan, which recognize the best agencies in each country/region. In addition, Hakuhodo Group teams won Gold and Silver in the Young Spikes Competitions for young creators.

In its 40th iteration this year, Spikes Asia 2026 drew 2,544 entries from the Asia-Pacific region across 25 categories.

Awarded works

Category awards

PROJECT: MEMORY CARD

- **Grand Prix** (Music: Influencer & Co-Creation)
- **Bronze** (Gaming: Influencer & Co-Creation)

Advertiser: PlayStation

Agencies: SIX Inc., Hakuhodo Inc.

Smart Eye Camera

- **Grand Prix** (Innovation: Product Innovation)
- **Bronze** (Design: Inclusive Design)

Advertiser: OUI Inc.

Agencies: TBWA\HAKUHODO, OUI Inc.

No Smiles

- **Grand Prix** (Creative Effectiveness: Market Disruption)

Advertiser: McDonald's Japan

Agency: TBWA\HAKUHODO

CRAFTMAN.SHIPS

- **Grand Prix** (Industry Craft: Art Direction: Brand & Communications Design)

Advertiser: SHIPS Ltd.

Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

Cheer Signs

- **Gold** (Design: Inclusive Design)
- **Gold** (Innovation: Societal Innovation)
- **Silver** (PR: Cultural Engagement)
- **Bronze** (Entertainment: Diversity & Inclusion in Sport)

Advertiser: Tokyo Metropolitan Government

Agency: TBWA\HAKUHODO

The Kaprao Criminals

- **Gold** (Film: Social Behaviour)
- **Silver** (Film: Travel, Leisure, Retail, Restaurants & Fast Food Chains)

Advertiser: KFC Thailand

Agency: Wolf BKK

Sakura Scan (Sakura AI Camera)

- **Gold** (Creative Strategy: Cultural Engagement)

Advertiser: Kirin Brewery Co., Ltd.

Agencies: Hakuodo Inc., CATCH Inc., ENOAD Inc., Scapes Inc., Hachigatsu Inc.

Laptop Bento (FMVentoU)

- **Silver** (Media: Small-Scale Media)
- **Silver** (Media: Retail Media)

Advertiser: Fujitsu Client Computing Ltd.

Agency: Hakuodo Inc.

Young Spikes Competitions

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- **Gold** (Young Spikes Integrated Competition)

Entrants: Yasuko Kawaguchi (Hakuodo Creative Vox Inc.), Yijia Wang (Hakuodo Inc.)

#BEERforMOUSTACHE

- **Silver** (Young Spikes Integrated Competition)

Entrants: Tomoaki Uchiyama (Happy Hours HakuHodo Inc.), Yusuke Wakata (HakuHodo Inc.)

Special Awards

TBWA\HAKUHODO

- **Agency of the Year by Market / Japan**
- **First place: Strategy & Effectiveness Agency of the Year**
- **Third place: Asia-Pacific Agency of the Year**

HakuHodo Inc.

- **Third place: Network of the Year**

For further details, visit the Spikes Asia website:

<https://www.spikes.asia/>

■ 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