

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group wins 31 awards, including 2 Gold, at ADFEST 2026

Tokyo—March 31, 2026—We are delighted to announce that the Hakuhodo DY Group has won 31 awards, including Gold (2 Gold, 10 Silver, 18 Bronze, 1 Lotus Roots) at ADFEST 2026.

Established in 1998, ADFEST is one of the premier international creative festivals in the Asia-Pacific region. This year, ADFEST's theme, "Human+," questioned the extent to which technology can expand human creativity and create new value. The ADFEST 2026 Lotus Awards competition drew 1,405 entries. Lotus Roots, an award unique to ADFEST, is given to works that embody local values.

Awarded works

Project: MEMORY CARD

- **Gold** (Entertainment Lotus: Gaming: Audio-Visual Content)
- **Silver** (Film Craft Lotus: Post-Production: Animation (In-Camera or Digital))
- **Bronze** (Digital Craft Lotus: Design: Video & Moving Image)
- **Bronze** (Entertainment Lotus: Music & Audio: Branded Music Content: Other)

Advertiser: PlayStation

Agencies: SIX Inc. / Hakuhodo Inc.

CRAFTMAN.SHIPS

- **Gold** (Film Craft Lotus: Post-Production: Animation (In-Camera or Digital))
- **Silver** (Print & Outdoor Craft Lotus: Print & Outdoor Craft Lotus: Illustration)

Advertiser: SHIPS Ltd.

Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

Cheer Signs

- **Silver** (Design Lotus: Campaign Excellence: Inclusive Design)
- **Silver** (Entertainment Lotus: Innovation & Technology: Diversity & Inclusion in Entertainment)
- **Silver** (PR Lotus: Campaign Excellence: Breakthrough in PR)
- **Bronze** (Entertainment Lotus: Sports: Breakthrough in Sports)

Advertiser: Tokyo Metropolitan Government

Agencies: TBWA\HAKUHODO, NHK Global Media Services, Inc.

The Scent That Gives You The Scene

- **Silver** (Digital & Social Lotus: Film & Series: Social Film)
- **Silver** (Entertainment Lotus: Brand Partnership & Collaboration: Use of Talent & Influencer)
- **Silver** (Film Lotus: Online Film: Viral Film)
- **Bronze** (Film Lotus: Online Film: Online Film: Consumer Goods)

Advertiser: MITH Bangkok

Agency: Wolf BKK

SPACE

- **Silver** (Film Craft Lotus: Post-Production: Special Effects: In-Camera)
- **Bronze** (Film Craft Lotus: Production: Cinematography)

Advertiser: Toyota Motor Corporation (Lexus)

Agencies: SIX Inc., Hakuhodo Inc.

The Sync Ad

- **Silver** (Outdoor Lotus: Campaign Excellence: Breakthrough in Outdoor)
Advertiser: Suntory Holdings Ltd. (Iemon Tokucha)
Agencies: Hakuhodo Inc., TBWA\HAKUHODO, Hakuhodo Kettle Inc., SIGNING Ltd.

AMUK EMAK

- **Bronze** (Digital & Social Lotus: Film & Series: Social Film)
- **Bronze** (Film Lotus: Broadcast: Broadcast: Finance, Business & Commercial Public Services)
- **Bronze** (Film Lotus: Online Film: Online Film: Finance & Real Estate)
Advertiser: WE+
Agencies: Hakuhodo International Indonesia, HYBRID-H

Laptop Bento (FMVentoU)

- **Bronze** (Media Lotus: Use Of Media: Use of Ambient: Small Scale)
- **Bronze** (Media Lotus: Campaign Excellence: Breakthrough on a Budget)
Advertiser: Fujitsu Client Computing Ltd.
Agency: Hakuhodo Inc.

Smart Eye Camera

- **Bronze** (Design Lotus: Product Design: Product Design: Innovative Design)
- **Bronze** (Sustainable Lotus: Social: Health & Well-Being)
Advertiser: OUI Inc.
Agency: TBWA\HAKUHODO

MIDDLE BOSS HERO

- **Bronze** (Outdoor Lotus: Campaign Excellence: Integrated Outdoor Campaign)
Advertiser: Suntory Holdings Ltd. (CRAFT BOSS)
Agency: Hakuhodo Inc.

GO! GR SUPRA SAFETY CAR!

- **Bronze** (Film Craft Lotus: Post-Production: Special Effects: Digital Visual Effects)
Advertiser: Toyota Motor Corporation (GR SUPRA)
Agencies: SIX Inc., Hakuhodo Inc.

Sounds Human

- **Bronze** (Film Craft Lotus: Innovation: Breakthrough in Production)
Advertiser: Japan Philharmonic Orchestra
Agency: TBWA\HAKUHODO

BLACK RECORDS

- **Bronze** (Design Lotus: Experiential Design: Exhibitions, Events & Public Environment)
Advertiser: BMSG
Agency: SIX Inc.

Khao Mun Gai Association

- **Bronze** (Creative Strategy Lotus: Data, Insight & Brand Partnership: Collaboration & Partnership)
Advertiser: KFC Thailand
Agency: Wolf BKK

Own It First

- **Bronze** (Film Lotus: Online Film: Online Film: Retail)
Advertiser: Central Department Store
Agency: Wolf BKK

Sakura Scan (Harekaze Action: Sakura AI Camera)

• Lotus Roots

Advertiser: Kirin Brewery Co., Ltd. (Harekaze)

Agencies: Hakuhodo Inc., Hakuhodo i-studio Inc., Hachigatsu Inc., CATCH Inc., ENOAD Inc., SP EXPERT'S Inc.

For further details, visit the ADFEST website: <https://www.adfest.com/>

■ About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. was established in 2003 in Tokyo, Japan through the integration of marketing communications companies Hakuhodo Inc., Daiko Advertising Inc. and YOMIKO ADVERTISING INC.

The Hakuhodo DY Group offers a diverse range of functions and services that extend far beyond the framework of a group of advertising companies. As a leading data-driven marketing company, we are committed to developing solutions that utilize AI and other cutting-edge technologies. A value creation partner dedicated to supporting our clients' sustainable growth, our creativity is world-renowned.

To learn more, visit:

Hakuhodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

Hakuhodo Inc.: <http://www.hakuhodo-global.com>

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