

Hakuhodo DY Group wins 5 awards, including Gold, at world-renowned 2026 Clio Awards

Tokyo—May 26, 2026—We are delighted to announce that the Hakuhodo DY Group has won five awards, including Gold (1 Gold, 4 Bronze), at the international advertising festival 2026 Clio Awards.

Established in 1959, the Clio Awards is an international competition that recognizes creative excellence in the advertising industry. Alongside The One Show and Cannes Lions International Festival of Creativity, it is one of the world's three premier advertising awards competitions.

Awarded works

CRAFTMAN,SHIPS

- **Gold** (Design Craft: Animation)
Advertiser: SHIPS Ltd.
Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

Man's True Best Friend

- **Bronze** (Public Relations: Cause Related)
- **Bronze** (Use of Influencers: Celebrity)
Advertiser: Humane Canada / Toronto Humane Society
Agency: Sid Lee

Smart Eye Camera

- **Bronze** (Digital/Mobile: Emerging Technology)
Advertiser: OUI Inc.
Agency: TBWA\HAKUHODO

Project: MEMORY CARD

- **Bronze** (Film Craft: Animation)
Advertiser: PlayStation
Agencies: SIX Inc., Hakuhodo Inc.

For further details, visit the Clio Awards website:

<https://clios.com/the-clio-awards>

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