

## Hakuhodo Group wins 12 awards, including Best of Discipline, at the ADC 105th Annual Awards

Tokyo—May 27, 2026—Hakuhodo Inc., the world's second largest advertising company, is pleased to announce that the Hakuhodo Group has won 12 awards, including Best of Discipline (1 Best of Discipline, 2 Gold, 4 Silver, 5 Bronze) at the ADC 105th Annual Awards held in New York.

Presented by the Art Directors Club (ADC) in New York, which was founded in 1920, the ADC Annual Awards honor the best in commercial advertising and design as judged by the same standards as fine art. They are the world's longest-running international awards for advertising.

Awarded works

### Smart Eye Camera

- **Best of Discipline** (Best of Product Design)
- **Gold** (Health / Wellness: Design for Good / Health / Wellness)
- **Gold** (Product Design: Science / Medical Products)
- **Bronze** (Health / Wellness: Brand / Communication Design / Product Design)  
Advertiser: OUI Inc.  
Agency: TBWA\HAKUHODO

### GO! GR SUPRA SAFETY CAR

- **Silver** (Advertising: Craft in Video / Special Effects – Single)
- **Bronze** (Advertising: Craft in Video / Animation – Single)
- **Bronze** (Motion / Film Craft: Craft in Motion / Film / Visual Effects)  
Advertiser: Toyota Motor Corporation  
Agencies: SIX Inc., Hakuhodo Inc.

### Project: MEMORY CARD

- **Silver** (Gaming: Marketing / Campaign)
- **Bronze** (Motion / Film Craft: Craft in Motion / Film / Animation)  
Advertiser: PlayStation  
Agencies: SIX Inc., Hakuhodo Inc.

### Cheer Signs

- **Silver** (Experiential Design: Design for Good / Experiential Design)
- **Bronze** (Experiential Design: Live Experience Design / Events / Concerts)  
Advertiser: Tokyo Metropolitan Government  
Agency: TBWA\HAKUHODO

### CRAFTMAN, SHIPS

- **Silver** (Brand / Communication Design: Promotional / Wildcard)  
Advertiser: SHIPS Ltd.  
Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

For further details, visit the ADC Annual Awards website:

<https://adcawards.org/>

## ■ About HakuHodo

Founded in Tokyo in 1895, HakuHodo today is a leading global integrated marketing and innovation company. Through our network linking over 150 offices in around 20 countries and regions, we work in partnership with more than 3,000 clients. Some of our relationships have endured for over 60 years. The core agency of HakuHodo DY Holdings, which is consistently ranked among the world's top 10 largest agency companies according to *Ad Age*, HakuHodo leverages world-class research, big data and digital expertise to develop innovative creative solutions for each client we partner with.

*Sei-katsu-sha* Centric Mindset (people-first mindset) 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 are whole human beings, with their contradictions and inner conflicts—what we call “*sei-katsu-sha*.” HakuHodo introduced this way of thinking in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *Sei-katsu-sha* Centric Mindset 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 digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

To learn more, visit: [www.hakuhodo-global.com](http://www.hakuhodo-global.com)

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