

## **Hakuhodo DY Group wins 4 awards, including Gold, at The One Show 2026**

Tokyo—May 28, 2026—We are pleased to announce that the Hakuhodo DY Group has won four awards, including Gold (1 Gold, 1 Silver, 2 Bronze) at The One Show 2026.

One of the world's premier advertising competitions, The One Show is held by New York-based non-profit organization The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

### **Awarded works**

#### **CRAFTMAN, SHIPS**

- **Gold (Design & Branding: Craft / Animation)**

Advertiser: SHIPS Ltd.

Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

#### **BATTLEFIELD 6: Destruction Receipts**

- **Silver (Gaming: Innovation / New Ideas in Gaming)**

Advertiser: Electronic Arts

Agency: Sid Lee

#### **CHEER SIGNS**

- **Bronze (Experiential & Immersive: Experiential & Immersive for Good)**

Advertiser: Tokyo Metropolitan Government

Agency: TBWA\HAKUHODO

#### **Smart Eye Camera**

- **Bronze (IP & Product Design: Products for Good)**

Advertiser: OUI Inc.

Agency: TBWA\HAKUHODO

For further details, visit The One Show's website.

<https://oneshow.org/>

---

### **Media contacts:**

- Corporate Public Relations Division, Hakuhodo Inc.

[koho.mail@hakuhodo.co.jp](mailto:koho.mail@hakuhodo.co.jp)

- Group PR & IR Division, Hakuhodo DY Holdings Inc.

[koho.mail@hakuhodo.co.jp](mailto:koho.mail@hakuhodo.co.jp)