

## Hakuhodo Group wins 7 awards, including Graphite Pencils, at D&AD Awards 2026

Tokyo—June 5, 2026June 12, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won seven awards, including Graphite Pencils (2 Graphite Pencils, 5 Wood Pencils), at D&AD Awards 2026.

A prestigious UK-based advertising competition, D&AD Awards was established in 1962 by the non-profit organization D&AD. D&AD Awards is considered one of the most influential awards celebrating excellence in design and advertising. The Graphite Pencil is said to be the D&AD Awards' equivalent of a silver award, and the Wood Pencil the equivalent of a bronze award.

Award winning works

### **Project: MEMORY CARD**

- **Graphite Pencil** (Craft: Animation: 3D Digital)
- **Wood Pencil** (Craft: Animation: Characters & Creatures)  
Advertiser: PlayStation  
Agencies: SIX Inc., Hakuhodo Inc.

### **Smart Eye Camera**

- **Graphite Pencil** (Design: Product Design: IP)  
Advertiser: OUI Inc.  
Agency: TBWA\HAKUHODO

### **TIGRIS – Condensed Identity**

- **Wood Pencil** (Craft: Typography: Integrated)
- **Wood Pencil** (Branding: New Brand Identity: Enterprise <10)  
Advertiser: TIGRIS JAPAN Inc.  
Agency: Hakuhodo Inc.

### **Cheer Signs**

- **Wood Pencil** (Culture: Cultural Influence: Sport & Esports)  
Advertisers: Tokyo Metropolitan Government, NHK Global Media Services  
Agency: TBWA\HAKUHODO

### **Black Records**

- **Wood Pencil** (Design: Spatial Design: Retail Interiors)  
Advertiser: BMSG, Inc.  
Agency: SIX Inc.

For further details, visit the D&AD Awards website  
<https://www.dandad.org/awards>

## ■ 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)

---

### Media contact:

Corporate Public Relations Division, Hakuhodo Inc.  
koho.mail@hakuhodo.co.jp