

Hakuhodo Group wins 3 gongs at 2026 Clio Health Awards

Tokyo—June 24, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won three awards, including Gold (2 Gold, 1 Silver), at the 2026 Clio Health Awards.

The Clio Health Awards were founded as an extension of the Clio Awards which is considered, alongside Cannes Lions International Festival of Creativity and The One Show, one of the three most prestigious international advertising competitions. The Clio Health Awards are the peak international awards celebrating innovation and superior creativity in the specialized fields of healthcare, pharmaceuticals and wellness.

Awarded works

Smart Eye Camera

- **Gold** (Innovation: Physical Product Innovation)
- **Gold** (Design: Product Design)
Advertiser: OUI Inc.
Agency: TBWA\HAKUHODO

Cheer Signs

- **Silver** (Health Equity)
Advertisers: Tokyo Metropolitan Government, NHK Enterprises, Inc., NHK Global Media Services, Inc.
Agency: TBWA\HAKUHODO

For further details, visit the Clio Health Awards website: <https://clios.com/health/>

■ 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

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