

Hakuhodo Group hauls 10 awards, including Grand, at New York Festivals Advertising Awards 2026

Tokyo—June 25, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won 10 awards (1 Grand, 3 Gold, 4 Silver, 2 Bronze) at New York Festivals Advertising Awards 2026.

Established in 1957, New York Festivals is a collection of related international advertising competitions with a long history. Held in collaboration with the United Nations, the New York Festivals Advertising Awards is known for honoring highly socially responsible works each year.

Awarded works

Radio Time Machine

- **Grand** (The Future Now: Best Use: Innovation)
- **Gold** (The Future Now: Best Use: Innovation)
- **Silver** (The Future Now: Craft & Execution: Generative Audio/Augmented Audio)

Advertiser: Nichiigakkan Co., Ltd.

Agency: TBWA\HAKUHODO

The Kaprao Criminals

- **Gold** (Small Agency: Best Use: Pushing Culture)
- **Silver** (Real Ass Ads AKA the RAAS: Products & Services: Retail & QSR)
- **Silver** (Film: Products & Services: Restaurants/Fast Food)
- **Bronze** (Small Agency: Best Use: Branded Content & Entertainment)

Advertiser: KFC Thailand

Agency: Wolf BKK

Cheer Signs

- **Gold** (Sports: Best Use: Diversity, Equity, and Inclusion)
- **Bronze** (Avant-Garde/Innovative: Avant-Garde/Innovative: Live Experience)

Advertisers: Tokyo Metropolitan Government, NHK Enterprises, Inc., NHK Global Media Services, Inc.

Agency: TBWA\HAKUHODO

CRAFTMAN, SHIPS

- **Silver** (Film Craft: Animation)

Advertiser: SHIPS Ltd.

Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

For further details, visit the New York Festivals Advertising Awards website:

<https://home.nyfadvertising.com/>

■ 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

Media contact:

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