

Hakuhodo Group wins 12 awards, including 6 Gold, and Grand Prix: Agency of Excellence, at PR Awards Asia-Pacific 2026

Tokyo—June 26, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won 12 awards (6 Gold, 3 Silver, 3 Bronze) at PR Awards Asia-Pacific 2026. In addition, the Group's Ozma PR Inc. was awarded the Grand Prix for Agency of Excellence, the highest award given to the best PR agency of the year.

The PR Awards Asia-Pacific are cosponsored by *PRWeek* and *Campaign*, both of which are published by Haymarket Media, Britain's leading independent publishing group. They honor outstanding campaigns, individuals, and agencies throughout the Asia-Pacific. Now in their 25th year, the PR Awards Asia-Pacific are among the most prestigious accolades in the PR industry.

Awarded works

Work as IKIGAI

- **Gold** (Campaign: Cause-Related - Diversity & Inclusion)
- **Gold** (Effectiveness: Best Brand Strategy)
- **Silver** (Campaign: Internal Communications)
Advertiser: Wellness
Agency: Ozma PR Inc.

Asahi Fantasy Development Lab

- **Gold** (Campaign: E-Commerce)
- **Silver** (Effectiveness: Best Brand Strategy)
Advertiser: Asahi Breweries, Ltd.
Agency: Hakuhodo Inc.

Osaka Morning—Breakfast in Shotengai

- **Gold** (Campaign: Corporate Branding)
Advertiser: Airbnb Japan K.K.
Agency: Ozma PR Inc.

Beyond the Final Stop

- **Gold** (Campaign: Public Sector)
Advertiser: Ogano Town, Saitama Prefecture
Agency: Ozma PR Inc.

Kintsugi—Life After the Break

- **Gold** (Effectiveness: Best Use of Advocates/Influencers/Celebrities)
Advertiser: Eli Lilly Japan K.K.
Agency: Ozma PR Inc.

Dawn of the Bookstore: KINOFES 2026

- **Silver** (Campaign: Arts, Entertainment & Media)
Advertiser: Kinokuniya Company Ltd.
Agency: Hakuhodo Inc.

The Dark Arts of Coco

- **Bronze** (Campaign: Customer Loyalty)
Advertiser: LOTTE TAIWAN
Agency: Pilot Hakuhodo

When Heat Lies

- **Bronze** (Campaign: Influencer Marketing)
Advertiser: UNIQLO
Agency: Pilot HakuHodo

Faith in Hand

- **Bronze** (Effectiveness: Best Brand Strategy)
Advertiser: Xiaomi Corporation
Agency: Pilot HakuHodo

- **Grand Prix: Agency of Excellence**

Ozma PR Inc.

For further details, visit the PR Awards Asia-Pacific website: <https://prawardsasia.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