

Hakuhodo Group nets 6 Lions, including 4 Silver, at Cannes Lions International Festival of Creativity 2026 Also wins Bronze in the Young Lions Media Competition

Tokyo—July 14, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won six Lions (4 Silver, 2 Bronze) at Cannes Lions International Festival of Creativity 2026.

Founded in 1954 and held in the city of Cannes in the South of France, Cannes Lions is one of the world's largest festivals of advertising and communication. It attracts over 20,000 entries each year. For the Festival's 73rd iteration, 20,050 works were entered this year.

In addition, a team including TBWA\HAKUHODO representing Japan won Bronze in the Young Lions Media Competition. The Young Lions Competitions are for young creatives thirty or under, who enter in teams of two representing their country.

Awarded works

CRAFTMAN, SHIPS

- **Silver** (Craft: Industry Craft: Brand & Communications Design)
- **Silver** (Craft: Design: Design-Driven Effectiveness)
Advertiser: SHIPS Ltd.
Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

TIGRIS – Condensed Identity

- **Silver** (Craft: Design: Brand/Corporate Identity)
Advertiser: TIGRIS JAPAN Inc.
Agencies: Hakuhodo Inc., Anywhere Inc., HAKUHODO DESIGN INC.

Radio Time Machine

- **Silver** (Experience: Innovation: Early-Stage Technology)
Advertiser: Nichiigakkan Co., Ltd.
Agency: TBWA\HAKUHODO

The Kaprao Criminals

- **Bronze** (Craft: Film Craft: Casting)
- **Bronze** (Classic: Film: Use of Humour)
Advertiser: KFC Thailand
Agency: Wolf BKK

HandsUp4Uncounted

- **Bronze** (Young Lions Media Competition)
Erina Yokota (TBWA\HAKUHODO), Riko Uesugi (Sanrio)

For further details, visit the Cannes Lions International Festival of Creativity website:

<https://www.canneslions.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

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