

Hakuhodo Group hauls 18 awards, including Grand Prix of the Year, at MAD STARS 2026

Tokyo—September 9, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won 18 awards (1 Grand Prix of the Year, 3 Grand Prix, 7 Gold, 4 Silver, 1 Bronze, and 2 Crystal) at MAD STARS 2026 (Busan International Marketing Advertising Festival). (Crystal awards rank between Bronze and a Finalist placing.)

MAD STARS is an international advertising festival held annually in Busan, South Korea, celebrating the fusion of creativity and technology. It is the only award program in Asia that accepts entries from across the globe. Renamed from AD STARS in 2022, “MAD” stands for Marketing, Advertising, and Digital content. Under the theme AMPLIFY, MAD STARS 2026 focused on the value and potential generated by technologies such as AI, human creativity, and ideas in a rapidly evolving marketing and advertising industry.

Awarded works

Radio Time Machine

- **Grand Prix of the Year** (Innovation Stars: Innovation: Product Innovation)
- **Grand Prix** (Health Stars: Health & Wellness: Health & Wellness Technology)
- **Gold** (Radio & Audio Stars: Use of Radio & Audio: Use of AI)
Advertiser: Nichiigakkan Co., Ltd.
Agency: TBWA\HAKUHODO

The Kaprao Criminals

- **Grand Prix** (Film Stars: Culture & Context: Cultural Insight)
- **Gold** (Branded Entertainment Stars: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets)
- **Gold** (Branded Entertainment Stars: Culture & Context: Cultural Insight)
- **Gold** (Film Stars: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets)
- **Silver** (Film Stars: Use of Film: Viral Film)
- **Silver** (Film Stars: Use of Film: Online Film)
Advertiser: KFC Thailand
Agency: Wolf BKK

Cheer Signs

- **Grand Prix** (Entertainment for Sports Stars: Sport: Sport for Good)
- **Gold** (Brand Experience & Activation Stars: Sectors: Non-for-Profit/Charity/Government)
- **Silver** (Design Stars: Sectors: Non-for-Profit/Charity/Government)
- **Silver** (Brand Experience & Activation Stars: Use of Brand Experience & Activation: Use of Promotional Stunts/Live Advertising/Live Shows/Concerts/Festivals)
Advertisers: Tokyo Metropolitan Government, NHK Enterprises, Inc., NHK Global Media Services, Inc.
Agency: TBWA\HAKUHODO

CRAFTMAN, SHIPS

- **Gold** (Film Stars: Film Craft: Animation)
- **Gold** (Design Stars: Use of Design: Brand Building)
Advertiser: SHIPS Ltd.
Agencies: HAKUHODO Gravity Inc., HAKUHODO CABIN Inc.

Laptop Bento (FMVentoU)

- **Bronze** (Media Stars: Use of Media: Use of Ambient Media)
Advertiser: Fujitsu Client Computing Ltd.
Agency: Hakuhodo Inc.

Fandom Feast

- **Crystal** (Commerce Stars: Culture & Context: Cultural Insight)
- **Crystal** (Direct Stars: Use of Direct Marketing: Use of Social in a Direct Marketing Campaign)
Advertiser: McDonald's Japan
Agency: TBWA\HAKUHODO

For further details, visit the MAD STARS website:

<https://www.madstars.org/adstar/main/AdstarMainView.do>

■ 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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