

Hakuhodo Group's Wolf BKK wins Gold at APAC Effie Awards 2026

Tokyo—October 9, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Wolf BKK, a Thailand-based creative boutique of the Hakuhodo Group, has won a Gold award at the APAC Effie Awards 2026.

The APAC Effie Awards recognize the most effective marketing communications work across the Asia-Pacific region. Established in the United States in 1968, the Effie Awards program has expanded globally, with Global Effies, regional Effies (APAC Effie Awards, Euro Effie Awards, MENA Effie Awards, and North America Effie Awards), and national Effie programs now operating in more than 50 countries and regions worldwide.

Awarded work

This is NOT KFC

- **Gold** (Industry: Restaurants)
Advertiser: KFC Thailand
Agency: Wolf BKK

For further details, visit the APAC Effie Awards website: <https://www.apaceffie.com/home#&panel1-1>

■ 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