

Hakuhodo Group wins 8 awards at London International Awards 2021

Tokyo—November 29, 2021—Hakuhodo Inc., the world’s third largest advertising company, is pleased to announce that Hakuhodo Group companies have picked up six Silver and 2 Bronze, a total of eight awards, at London International awards 2021.

Established in 1986 as the London International Advertising Awards, the London International Awards (LIA) was the first international advertising awards to recognize the three media TV, print and radio equally. In response to the rapidly changing environment of the industry, the word “Advertising” was removed from the title in 2004 and LIA was reborn as a champion of outstanding creativity in all media. Awards were given in 25 categories this year.

Awards won

Silver

- Digital: Weird Wonderful Work
- Online Film: Humor
- Online Film: Retail
- TV/Cinema: Humor

Title: Shop Unfriend

Advertiser: Central Department Store Ltd.

Agency: Wolf Bkk

- Poster: Art Direction Campaign
- Print: Use of Illustration Campaign

Title: Flavour of Home Campaign

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

Bronze

- Design: Use of Illustration Campaign
- Poster: Use of Illustration Campaign

Title: Flavour of Home Campaign

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhodo is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021." The company is the core agency of the Hakuhodo DY Group. *Sei-katsu-sha* insight 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 have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight 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 completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuhodo-global.com

Media contacts:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp