

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.  
Hakuhodo Inc.

## **Hakuhodo DY Group wins slew of awards, including 2 Best of Category, at the ADC 103rd Annual Awards**

Tokyo—May 24, 2024—We are delighted to announce that the Hakuhodo DY Group has won 24 awards, including 2 Best of Category awards (Best of Product Design, Best of Apparel, 8 Gold, 8 Silver, 6 Bronze) at the ADC 103rd Annual Awards in New York.

Presented by the Art Directors Club (ADC) in New York, which was founded in 1920, the ADC Annual Awards honor the best in commercial advertising and design as judged by the same standards as fine art. They are the world's longest-running international awards for advertising.

Awarded works

### **Shellmet (also sold under the name Hotamet)**

- **Best of Product Design**
- **Gold** (Apparel / Accessory / Footwear Design: Sustainable / Eco-friendly Fashion)
- **Gold** (Product Design: Innovation)
- **Silver** (Product Design: Sustainable / Eco-friendly)
- **Bronze** (Product Design: Design for Good / Product Design)  
Advertiser: Koushi Chemical Industry Co., Ltd.  
Agency: TBWA\HAKUHODO

### **AIZOME ULTRA™ – An Innovative Method to Create Textiles with Lasting Health Benefits**

- **Best of Apparel / Accessory / Footwear Design**
- **Gold** (Product Design: Design for Good / Product Design)
- **Gold** (Apparel / Accessory / Footwear Design: Innovation)
- **Gold** (Apparel / Accessory / Footwear Design: Craft / Use of Technology)
- **Silver** (Product Design: Science / Medical)
- **Silver** (Apparel / Accessory / Footwear Design: Sustainable / Eco-friendly Fashion)  
Advertiser: AIZOME  
Agencies: Hakuhodo Inc. / Serviceplan

### **AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE**

- **Gold** (Brand / Communication Design: Design for Good / Brand / Communication Design – Single)
- **Silver** (Product Design: Beauty / Wellness / Personal Care)
- **Bronze** (Packaging Design: Sustainable / Eco-friendly – Single)
- **Bronze** (Advertising: Direct / Mail)
- **Bronze** (Packaging Design: Health / Wellness)  
Advertiser: AIZOME  
Agencies: Hakuhodo Inc. / Serviceplan

## A Train of Memories

- **Gold** (Motion / Film Craft: Craft in Motion / Film / Visual Effects)
- **Silver** (Advertising: Craft in Video / Direction – Single)
- **Silver** (Motion / Film Craft: Motion / Film / Short Video – Single)
- **Silver** (Motion / Film Craft: Craft in Motion / Film / Direction)
- **Bronze** (Advertising: Craft in Video / Special Effects)  
Advertiser: Sotetsu Holdings Inc.  
Agencies: good design company / SIX Inc. / Hakuodo Inc. / Hakuodo Kettle Inc.

## The Family Cookvault

- **Gold** (Publication Design: Books / Limited Edition / Private Press / Special Format)
- **Silver** (Publication Design: Books / Jacket)
- **Bronze** (Brand / Communication Design: Promotional / Booklet / Brochure / Catalog / Press Promotional Kits)  
Advertiser: IGA (Sobeys)  
Agency: Sid Lee

### ■ About Hakuodo DY Holdings

Hakuodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuodo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944), and Yomiko Advertising Inc. (founded 1946) integrated and created a joint holding company (“DY” represents the initial letters of Daiko and Yomiko, respectively).

The Hakuodo DY Group comprises eight distinct groups: The Group’s integrated advertising companies Hakuodo, Daiko Advertising and YOMIKO ADVERTISING; the next-generation digital agencies HAKUHODO DY ONE and SoldOut; the integrated media company Hakuodo DY Media Partners; the specialized technology company HAKUHODO Technologies; and the strategic operating unit kyu.

The Group consists of 419 subsidiaries and affiliates with a combined total of over 25,500 employees working in over 29 countries and regions around the world (as of March 2022). The Group ranked No. 8 in US trade magazine *Ad Age*’s most recent annual ranking of the world’s 25 largest agency companies.

*Sei-katsu-sha* Insight, the centerpiece of the Hakuodo DY Group’s philosophy, is the foundation for the Group’s thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams. They are *sei-katsu-sha*, or “people with lives.” Hakuodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples’ lives.

Renowned for its creativity, the Hakuodo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

### To learn more, visit:

Hakuodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>  
Hakuodo Inc.: <http://www.hakuhodo-global.com>  
TBWA\HAKUHODO: <http://www.tbwahakuhodo.co.jp/en/>  
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