

## Hakuhodo Group wins 24 awards, including 8 Gold, at The One Show 2024

Tokyo—May 27, 2024—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won 24 awards, including 8 Gold (8 Gold, 9 Silver, 7 Bronze) at The One Show 2024.

One of the world's premier advertising competitions, The One Show is held by New York-based non-profit organization The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awarded works

### AIZOME WASTECARE™

- **Gold** (Design: B2B Communications)
- **Gold** (Print & Promotional: Physical Products & Apparel)
- **Gold** (Direct Marketing: Craft / Art Direction)
- **Gold** (Direct Marketing: B2B Communications)
- **Silver** (Health & Wellness: Craft / Art Direction)
- **Silver** (Health & Wellness: Promotional Items)
- **Silver** (Design: Packaging / Specialty / Limited Edition)
- **Silver** (Direct Marketing: Product Packaging)
- **Silver** (Design: Craft / Art Direction)
- **Bronze** (Direct Marketing: Direct Marketing for Good)
- **Bronze** (Direct Marketing: Craft / Printing / Production)

Advertiser: AIZOME

Agencies: Hakuhodo Inc. / Serviceplan

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

- **Gold** (Design: Packaging / Sustainable)
- **Gold** (Design: Innovation / New Ideas in Design)
- **Gold** (IP & Product Design: Innovation / New Ideas in IP & Product Design)
- **Silver** (IP & Product Design: Products for Good)
- **Bronze** (Creative Effectiveness: Creative Effectiveness / CSR)

Advertiser: Koushi Chemical Industry Co., Ltd.

Agency: TBWA\HAKUHODO

## **A Train of Memories**

- **Gold** (Moving Image Craft & Production: Special Effects / Single)
- **Silver** (Film & Video: TV, VOD, & Online / Over 90 Seconds – Single)
- **Bronze** (Moving Image Craft & Production: Production Design)  
Advertiser: Sotetsu Holdings Inc.  
Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

## **The Air Drummer**

- **Silver** (Film & Video: Cinema Advertising)
- **Bronze** (Branded Entertainment: Use of Humor)  
Advertiser: Robinson Department Store  
Agency: Wolf BKK

## **Play Has No Limits Feat. King Gnu**

- **Silver** (Gaming: Craft / VFX & Animation)  
Advertiser: Sony Interactive Entertainment Inc.  
Agencies: SIX Inc., Hakuhodo Inc., Hakuhodo Kettle Inc.

## **ProPILOT Mop**

- **Bronze** (Direct Marketing: Experiential / In-Person Events)  
Advertiser: Nissan Motor Co., Ltd.  
Agency: TBWA\HAKUHODO

## **Wild Moment**

- **Bronze** (Design: Craft / Photography)  
Advertiser: Toyota Motor Corporation  
Agency: SIX Inc.

## ■ 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, the company is the core agency of Hakuhodo DY Holdings, the world's 8th largest agency company according to *Ad Age's* "Agency Report 2023."

*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 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](http://www.hakuhodo-global.com)

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