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Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

HDY Group wins 14 awards, including White Pencils for positive social impact, at D&AD Awards 2024

Tokyo—May 29 2024—We are pleased to announce that the Hakuhodo DY Group has won 14 awards, including 2 White Pencils (2 White Pencils, 4 Graphite Pencils, 8 Wood Pencils) at D&AD Awards 2024.

A prestigious UK-based advertising competition, D&AD Awards was established in 1962 by the non-profit organization D&AD. D&AD Awards is considered one of the most influential awards celebrating excellence in design and advertising.

The White Pencil, two of which the Group was awarded, is for works that are recognized for having a positive social impact. This year, it was awarded to just four works from a total of 1,420 award winners, with the Hakuhodo DY Group the only winners from Japan.

The Graphite Pencil is said to be the D&AD Awards' equivalent of a silver award, and the Wood Pencil the equivalent of a bronze award.

Awarded works

Shellmet (also sold under the name Hotamet)

- **White Pencil** (Impact: Impact: Design)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO

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

- **White Pencil** (Impact: Impact: Upstream Innovation)
- **Wood Pencil** (Design: Product Design: Technological Innovation)
Advertiser: AIZOME
Agencies: Hakuhodo Inc. / Serviceplan

AIZOME WASTECARE™ Industrial Waste — Certified as Skincare

- **Graphite Pencil** (Design: Product Design: Promotional)
- **Graphite Pencil** (Engagement & Experience: Experiential: B2B Activations)
- **Graphite Pencil** (Engagement & Experience: Experiential: Responsible Activations)
- **Wood Pencil** (Craft: Typography: Printed Materials)
- **Wood Pencil** (Health: Health & Wellbeing: Direct)
- **Wood Pencil** (Engagement & Experience: Direct: Acquisition & Retention)
- **Wood Pencil** (Engagement & Experience: PR: B2B)
- **Wood Pencil** (Impact: Impact: Campaign Communications)
Advertiser: AIZOME
Agencies: Hakuhodo Inc. / Serviceplan

Family Cookvault

- **Graphite Pencil** (Design: Graphic Design: Catalogues, Brochures & Annual Reports)
- **Wood Pencil** (Craft: Typography: Publications)
Advertiser: IGA (Sobeys)
Agency: Sid Lee

Cycle.me – Nutrient Timing Food

- **Wood Pencil** (Design: Graphic Design: Integrated)
Advertiser: dot.me
Agencies: Hakuhodo Inc. / HAKUHODO DESIGN INC.

■ About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhodo 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 Hakuhodo DY Group comprises eight distinct groups: The Group’s integrated advertising companies Hakuhodo, Daiko Advertising and YOMIKO ADVERTISING; the next-generation digital agencies HAKUHODO DY ONE and SoldOut; the integrated media company Hakuhodo 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 Hakuhodo 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.” Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples’ lives.

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

To learn more, visit:

Hakuhodo DY Holdings Inc.: <https://www.hakuhodody-holdings.co.jp/english/>

Hakuhodo Inc.: <http://www.hakuhodo-global.com>

TBWA\HAKUHODO: <http://www.tbwahakuhodo.co.jp/en/>

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