

Hakuhodo Group wins 2 Clio Grand, 4 other awards at the 2024 Clio Health Awards

Tokyo—June 27, 2023—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won six awards at the 2024 Clio Health Awards. These include two Clio Grand, the highest award, as well as a Gold and three Silver.

The Clio Health Awards were founded in 2009 as an extension of the Clio Awards, an international competition that celebrates creative excellence in the advertising industry. The Awards reward excellence in the ever-evolving global health industry by recognizing creative marketing, advertising and communications in the fields of physical, mental and social well-being.

Awarded works

AIZOME WASTECARE™ Industrial Waste — Certified As Skincare

- Clio Grand (Direct (Lifestyle Wellness & Over-the-Counter): Experience / Activation)
- Gold (Design (Lifestyle, Wellness & Over-the-Counter): Direct)
- Silver (Design (Lifestyle, Wellness & Over-the-Counter): Packaging)
- Silver (Design Craft (Lifestyle, Wellness & Over-the-Counter): Art Direction)

Advertiser: AIZOME

Agencies: Serviceplan / Hakuhodo Inc.

AIZOME ULTRA™ – An Innovative Method To Create Textiles With Lasting Health Benefits

- Clio Grand (Innovation (Lifestyle, Wellness & Over-the-Counter): Physical Product Innovation)
- Silver (Creative Business Transformation (Lifestyle, Wellness & Over-the-Counter): Creative Business Transformation)

Advertiser: AIZOME

Agencies: Serviceplan / Hakuhodo 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, one of the world's top 10 largest agency companies according to *Ad Age's* "Agency Report 2024."

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

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