

Hakuhodo Group company TBWA\HAKUHODO's "No Smiles" wins Bronze at APAC Effie Awards 2024

Tokyo—October 11, 2024—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has been awarded Bronze at the APAC Effie Awards 2024.

The APAC Effie Awards honor the Asia-Pacific region's most outstanding marketing communication works that have proven effectiveness. Introduced by the New York American Marketing Association in 1968, the Effies now encompass over 55 award programs across the world, including regional and national programs in Asia Pacific, Africa & the Middle East, Europe, North America, and Latin America, in addition to the Global Effies.

Awarded work

No Smiles

Advertiser: McDonald's Japan

Agency: TBWA\HAKUHODO

- **Bronze**
Influencer

See the APAC Effie Awards website for details:

<https://www.apaceffie.com/#&panel1-1>

■ 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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