

Hakuhodo Group wins 8 awards, including 2 Grand LIA, at London International Awards 2024

Tokyo—October 15, 2024—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won eight awards, including 2 Grand LIA, 3 Gold and 3 Silver, at London International Awards 2024.

The only international creative awards owned and operated by women, London International Awards (LIA) was founded in 1986 by President Barbara Levy with the mission of being unlike any other awards. Initially recognizing advertising across cinema, TV, print and radio, today LIA awards creative excellence in 29 categories.

Awarded works

No Smiles

Advertiser: McDonald's Japan

Agency: TBWA\HAKUHODO

- **Grand LIA**

Transformative Business Impact

- **Gold**

Branded Entertainment: Music Videos

Transformative Business Impact: Commercial Transformation: Brand Manifestation

- **Silver**

Music & Sound: Original Music with Lyrics

Use of Social Media & Influencers: Retail

Uncle KFC'S Rice Bowl

Advertiser: KFC Thailand

Agency Wolf BKK

- **Grand LIA**

Branded Entertainment

- **Gold**

Branded Entertainment: Scripted Short Film

Go for Launch

Advertiser: CP Chicken

Agency: Wolf BKK

- **Silver**

Production & Post-Production: Direction

See the London International Awards website for details:

<https://2024.liaentries.com/winners/>

■ 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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