

Hakuhodo Group bags 19 awards, including 7 Gold, at *Campaign Asia-Pacific's Agency of the Year 2024*

Tokyo—December 23, 2024—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group companies have won 19 awards, including 7 Gold (Agency categories: 1 APAC/Network Winner, 6 Gold, 3 Silver, 2 Bronze; Brand categories: 1 Gold, 1 Silver; People categories: 5 Winners), at Agency of the Year 2024, hosted by Asia's largest advertising magazine, *Campaign Asia-Pacific*.

Launched in 1994 and held for over 30 years, the Agency of the Year awards are the most prestigious awards celebrating advertising agencies, their people and their work, in the Asia-Pacific region. Awardees are selected based on a comprehensive assessment of their business performance and contributions to the advertising/communications industry, and recognized for their innovation and excellence in specialized fields such as media, digital, PR and marketing communications.

In 2024, Hakuhodo Group companies in three regions won awards. Japan/Korea: TBWA\HAKUHODO (Japan), 65dB TOKYO (a subsidiary of TBWA\HAKUHODO) (Japan), OZMA Inc. (Japan). Southeast Asia: Wolf BKK (Thailand), IdeasXMachina Hakuhodo (Philippines), BRAND-Y (a business unit of IdeasXMachina) (Philippines). APAC/Network: IdeasXMachina Hakuhodo.

Awards won

Japan/Korea

TBWA\HAKUHODO

- Agency
 - Gold:** Japan Creative Agency of the Year
 - Gold:** Japan/Korea Event Marketing Agency of the Year
 - Gold:** Japan/Korea Talent Development Programme of the Year
- Brand
 - Silver:** Japan/Korea AD Campaign of the Year ("No Smiles" for McDonald's Japan)
- People
 - Winner:** Chris Iki (Chief Operating Officer): Japan/Korea Agency Head of the Year
 - Winner:** Takahiro Hosoda (Chief Creative Officer): Japan/Korea Creative Leader of the Year
 - Winner:** Ryota Haraguchi (Creative Director): Japan/Korea Young Creative Person of the Year
 - Winner:** Ryusuke Taira (Account Director): Japan/Korea Account Person of the Year
 - Winner:** Yurisa Hiramatsu (Account Executive): Japan/Korea Young Achiever of the Year
 - Commendation:** Atsushi Kikkawa (Strategic Engagement Designer): Japan/Korea Strategic/Brand Planner of the Year

65dB TOKYO (a subsidiary of TBWA\HAKUHODO)

- Agency
 - Silver:** Japan/Korea Social Media Agency of the Year

OZMA Inc.

- Agency
 - Silver:** Japan/Korea Best Culture
 - Bronze:** Japan PR Agency of the Year

Southeast Asia

Wolf BKK

- Agency
Gold: Southeast Asia B2C Marketing Agency of the Year
- Brand
Gold: Southeast Asia AD Campaign of the Year (“Go for Launch” for CP Chicken)

IdeasXMachina Hakuhodo

- Agency
Gold: Southeast Asia Best Culture
Gold: Southeast Asia Talent Development Programme of the Year
Silver: Southeast Asia CSR Achievement of the Year

BRAND-Y (a business unit of IdeasXMachina)

- Agency
Bronze: Southeast Asia Market Research Agency of the Year

APAC/Network

IdeasXMachina Hakuhodo

- Agency
Winner: Asia-Pacific Talent Development Programme of the Year
Commendation: Asia-Pacific Best Culture

To learn more, visit the Agency of the Year website: <https://aoyawards.com/>

■ 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

Media contact:

Corporate Public Relations Division, Hakuhodo Inc.
koho.mail@hakuhodo.co.jp