

Hakuhodo DY Group's Sid Lee wins Gold at Clio Sports 2025

Tokyo—January 13, 2026—We are delighted to announce that Sid Lee, a Canada-based Hakuhodo DY Group creative agency, has been awarded Gold at the 2025 Clio Sports Awards Show.

Established in 1959, The Clio Awards is an international competition that recognizes creative excellence in the advertising industry. It is one of the world's three premier advertising competitions. In addition to The Clio Awards, today Clio Sports, Clio Music, Clio Entertainment and Clio Health recognize outstanding creativity in their respective fields. Clio Sports, founded in 2014, honors the best in sports advertising and marketing creativity around the world. Winners are selected from communications that enhance the significance and presence of the sports industry and sports culture.

Awarded work

Bellissimo

- **Gold:** Medium: Design, Category: Brand Identity
Advertiser: FILA
Agency: Sid Lee

For further details, visit the Clio Sports website:

<https://clios.com/sports/>

Hakuhodo DY Holdings Inc. was established in 2003 in Tokyo, Japan through the integration of marketing communications companies Hakuhodo Inc., Daiko Advertising Inc. and YOMIKO ADVERTISING INC.

The Hakuhodo DY Group offers a diverse range of functions and services that extend far beyond the framework of a group of advertising companies. As a leading data-driven marketing company, we are committed to developing solutions that utilize AI and other cutting-edge technologies. A value creation partner dedicated to supporting our clients' sustainable growth, our creativity is world-renowned.

To find out more, visit:

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

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