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Hakuhodo DY Holdings Inc.

## Hakuhodo DY Group's Sid Lee wins Bronze at The One Show 2023

Tokyo—June 14, 2023—Hakuhodo DY Holdings Inc. is pleased to announce that Hakuhodo DY Group company Sid Lee has been awarded a Bronze Pencil at The One Show 2023.

One of the world's premier advertising competitions, The One Show is held by New York-based non-profit organization The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

### Bronze Pencil

- Health & Wellness: Products  
Title: **Glossed Over**  
Advertiser: Cheekbone Beauty  
Agency: Sid Lee

### About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhodo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944), and Yomiko Advertising Inc. (founded 1946) integrated and created a joint holding company ("DY" represents the initial letters of Daiko and Yomiko, respectively).

The Hakuhodo DY Group comprises 10 distinct groups: The Group's integrated advertising companies Hakuhodo, Daiko, Yomiko and Hakuhodo DY Matrix; the next-generation digital agencies IREP and SOLD OUT; the integrated media companies Hakuhodo DY Media Partners and D.A.Consortium; the specialized technology company HAKUHODO Technologies; and the strategic operating unit kyu.

The Group consists of 419 subsidiaries and affiliates with a combined total of over 25,500 employees working in over 29 countries and regions around the world (as of March 2022). The Group ranked No. 8 in US trade magazine *Ad Age's* most recent annual ranking of the world's 25 largest agency companies.

*Sei-katsu-sha* Insight, the centerpiece of the Hakuhodo DY Group's philosophy, is the foundation for the Group's thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams.

They are *sei-katsu-sha*, or “people with lives.” Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples’ lives.

Renowned for its creativity, the Hakuhodo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

To learn more, visit:

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

Sid Lee: <http://sidlee.com/>

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