

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group wins 4 awards at the ADC 104th Annual Awards

Tokyo—May 22, 2025—We are delighted to announce that the Hakuhodo DY Group has won four awards (1 Silver, 3 Bronze) at the ADC 104th Annual Awards.

Presented by the Art Directors Club (ADC) in New York, which was founded in 1920, the ADC Annual Awards honor the best in commercial advertising and design as judged by the same standards as fine art. They are the world's longest-running international awards for advertising.

Awarded works

Au Pied de Cochon Branding

- **Silver** (Food – Series)
Advertiser: Au Pied de Cochon
Agency: Sid Lee

No Smiles

- **Bronze** (Branded Content / Entertainment / Online Video - Long Form)
Advertiser: McDonald's Japan
Agencies: TBWA\HAKUHODO / ROBOT COMMUNICATIONS Inc.

The Symphony Plotter

- **Bronze** (Innovation)
Advertiser: Japan Philharmonic Orchestra
Agencies: TBWA\HAKUHODO / digimo Inc. / Hakuhodo Product's Inc. / Y's Inc.

Pride Code

- **Bronze** (Out of Home / Poster – Series)
Advertiser: Spotify Japan
Agencies: TBWA\HAKUHODO / TYO Monster

To learn more, please visit the ADC Awards website:

<https://www.oneclub.org/adcawards/>

■ About Hakuhold DY Holdings

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

The Hakuhold 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 learn more, visit:

Hakuhold DY Holdings Inc.: <https://www.hakuholdody-holdings.co.jp/english/>

Hakuhold Inc.: <http://www.hakuhold-global.com>

Media contacts:

- Group PR & IR Division, Hakuhold DY Holdings Inc.
koho.mail@hakuhold.co.jp
- Corporate Public Relations Division, Hakuhold Inc.
koho.mail@hakuhold.co.jp