

Hakuhodo Group nets 7 awards, including Gold, at LIA 2023

Tokyo—November 16, 2023—Hakuhodo Inc., an integrated marketing and innovation company based in Tokyo, is pleased to announce that the Hakuhodo Group has won seven awards (1 Gold, 3 Silver and 3 Bronze) at London International Awards 2023.

London International Awards (LIA) is a London-based international creative awards festival founded in 1986. It is known as the only international advertising awards show started and operated by a woman.

LIA again drew entries from around the world this year, and selected works from 27 categories for awards.

Awarded works

Gold

- Shellmet (also sold under the name Hotamet)
Category: Design: Product Design
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO

Silver

- The Air Drummer
Categories: Digital: Weird Wonderful Work; TV/Cinema: Humor (2 categories)
Advertiser: Robinson Department Store
Agency: Wolf BKK
- Shellmet (also sold under the name Hotamet)
Category: Health & Wellness: Environmental Health
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO

Bronze

- Shellmet (also sold under the name Hotamet)
Category: Evolution: Product Innovation
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO
- The Air Drummer
Categories: Online Film: Humor; TV/Cinema: Retail (2 categories)
Advertiser: Robinson Department Store
Agency: Wolf BKK

■ 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, the world's 8th largest agency company according to *Ad Age's* "Agency Report 2023."

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 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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