

Hakuhodo Group wins 10 awards including 3 Gold at MAD STARS 2024

Tokyo—September 2, 2024—Hakuhodo Inc., an integrated marketing and innovation company based in Tokyo, Japan, is pleased to announce that the Hakuhodo Group has won a total of 10 awards, including 3 Gold, 4 Silver, 2 Bronze and 1 Crystal*, at MAD STARS 2024.

* Crystal is an award ranked between Bronze and Finalist.

MAD STARS is an international advertising festival that combines creativity and technology. Held annually in Busan, Korea, it is the only award show in Asia that accepts entries from across the globe. In 2022, its name was changed from “AD STARS” to “MAD STARS,” with “MAD” indicating “Marketing, Advertising, and Digital content.” This year, under the theme of “AIM: Aim Marketing Success with AI,” entries that leveraged artificial intelligence technology in innovative ways were selected.

Awarded works

No Smiles

Advertiser: McDonald’s Japan

Agency: TBWA\HAKUHODO

- **Gold**

Social & Influencer Stars: Sectors: Foods

Social & Influencer Stars: Social Insight & Engagement: Brand Storytelling

Viral Video Stars: Sectors: Foods

- **Silver**

Diverse Insights Stars: Sectors: Foods

- **Bronze**

Brand Experience & Activation Stars: Sectors: Foods

True Blue Textile

Advertiser: Kyocera Corporation

Agency: TBWA\HAKUHODO

- **Silver**

Design Stars: Communication Design: Promotional Items

SDGs Stars: SDGs: Life below Water

Go for Launch

Advertiser: CP Chicken

Agency: Wolf BKK

- **Silver**

Film Stars: Sectors: Foods

- **Bronze**

Viral Video Stars: Sectors: Foods

- **Crystal**

PIVOT (Special Category): Sectors: Foods

Please visit the official MAD STARS website for details:

<https://www.madstars.org/adstar/main/AdstarMainView.do>

■ 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

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