

FOR IMMEDIATE RELEASE

Hakuhodo DY Holdings Inc.
Hakuhodo Inc.

Hakuhodo DY Group wins 9 awards, including Gold, at ADFEST 2025 Lotus Awards

Tokyo—April 3, 2025—Hakuhodo DY Holdings Inc. and Hakuhodo Inc. are delighted to announce that the Hakuhodo DY Group has won nine awards (1 Gold, 5 Silver, 2 Bronze, 1 Lotus Roots) at ADFEST 2025 Lotus Awards.

Established in 1998, ADFEST is one of the premier international creative festivals in the Asia-Pacific region. This year, ADFEST's theme was "COLLiDE," the vibrant collision of diverse perspectives. The ADFEST 2025 Lotus Awards competition drew 1,641 entries. Lotus Roots, an award unique to ADFEST, is given to works that embody local values.

Awarded works

ADFEST 2025 Lotus Awards

Uncle KFC's Rice Bowl

- **Gold** (Film Lotus: Online Film: Online Film: Retail)
- **Silver** (Digital & Social Lotus: Social Engagement: Brand Storytelling)
Advertiser: KFC Thailand
Agency: Wolf BKK

This Is Not KFC

- **Silver** (PR Lotus: Campaign Excellence: Resilience Through Creativity)
Advertiser: KFC Thailand
Agency: Wolf BKK

Pride Code

- **Silver** (Digital & Social Lotus: Campaign Excellence: Resilience Through Creativity)
- **Silver** (Sustainable Lotus: Social: Gender Equality)
Advertiser: Asahi Shimbun Publications Inc., Spotify
Agency: TBWA\HAKUHODO

Ugchrome

- **Silver** (Entertainment Lotus: Brand Partnership & Collaboration: Community Engagement)
Advertiser: Google
Agency: SIX Inc.

True Blue Textile Project

- **Bronze** (Design Lotus: Product Design: Product Design: Sustainable Design)
- **Bronze** (Design Lotus: Product Design: Product Design: Innovative Design)
Advertiser: Kyocera Corporation
Agency: TBWA\HAKUHODO

Mini Me Hina Doll

- **Lotus Roots**
Advertiser: Sakyou Hina Doll Atelier
Agencies: Hakuhodo Inc., SIGNING Ltd., Daiko Advertising Inc.

For further details, visit the ADFEST website.

<https://www.adfest.com/>

■ 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.hakuholdo-global.com>

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