

## Hakuhodo DY Media Partners and Hakuhodo DY ONE win the TikTok for Business Japan Awards 2024 Agency Category Gold Award

Tokyo, April 23, 2024 – Hakuhodo DY Media Partners Inc. and Hakuhodo DY ONE, Inc. are pleased to announce that they have received the Gold Award in the Agency Category for the TikTok for Business Japan Awards 2024 organized by TikTok for Business.



TikTok for Business's TikTok for Business Japan Awards 2024 recognizes advertisers and ad agencies who have actively promoted the use of TikTok. The award has three categories – Agency Category, Rising Star Category and Creative Category.

Hakuhodo DY Media Partners and Hakuhodo DY ONE received the Agency Category Gold Award for actively utilizing TikTok for Business throughout the year, achieving high results in terms of sales and creating a business impact with effective medium- and long-term internal and external initiatives. This is the second consecutive year we have won this award.

Hakuhodo DY Media Partners and Hakuhodo DY ONE will continue to reinforce its relationships with platformers to further enhance the value of platforms and SNS media as well as support our client companies' marketing activities.

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For inquiries regarding this News Release

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