

i-dac Bangkok Triumphs at YouTube Works Awards Southeast Asia

~Wins in 'Best of Google AI' and 'Force for Good' Categories in Thailand~

Tokyo, December 10, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka) is proud to announce that I-DAC (Bangkok) Co., Ltd. (referred to as i-dac Bangkok), a subsidiary of DAC Asia Pte. Ltd. (headquarters: Singapore; Managing Director: Mitsuo Omaru) has been recognized in four local Thai categories by YouTube Works Awards Southeast Asia.



The YouTube Works Awards, organized by Google, celebrates exceptional video advertising effectiveness on YouTube. Launched in the United Kingdom in 2017, this prestigious program is now held globally. Judged by a diverse panel of advertising creators, brand representatives, and YouTube creators, the awards honor innovative campaigns from multiple perspectives. This year, i-dac Bangkok achieved victories in two categories and placed as second runner-up in two others in the Thailand segment.

Awards and Recognitions

Winner Categories:

1. **BEST OF GOOGLE AI**

Recognizing campaigns that effectively and responsibly utilize Google AI to enhance marketing performance and business impact.

- **Campaign:** All-New Yaris Cross Move to the Max

- **Brand:** All-New Toyota Yaris Cross
- **Media Agency:** i-dac Bangkok
- **Creative Agency:** Hakuhodo First

<https://www.youtube.com/watch?v=MegHcR3472Q>

2. FORCE FOR GOOD

Honoring campaigns addressing social or environmental issues with meaningful impact.

- **Campaign:** The Power of Gentle Touch
- **Brand:** Babi Mild
- **Media Agency:** i-dac Bangkok/Media Insight
- **Creative Agency:** Mana Production

<https://www.youtube.com/watch?v=F8nnxKZXJXI>

Second Runner-Up Categories:

1. THE BIG BANG

Recognizing the most effective product launch or brand repositioning campaign.

- **Campaign:** M- Pire "Live Life beyond 100%
- **Brand:** M-150
- **Media Agency:** i-dac Bangkok/Media Insight
- **Creative Agency:** Hakuhodo International Thailand

2. MASTERS OF MEDIA

Celebrating campaigns with exceptional media strategies driving business results across the funnel.

- **Campaign:** All-New Yaris Cross move to the max
- **Brand:** All-New Toyota Yaris Cross
- **Media Agency:** i-dac Bangkok
- **Creative Agency:** Hakuhodo First

※ YouTube Works Awards Southeast Asia <https://www.youtube.com/ads/youtube-works/sea/>

※ YouTube Works Awards THAILAND

https://services.google.com/fh/files/misc/ytwsea_th_winners.pdf?_ga=2.147016756.2023762848.1730268321-1660144008.1730268303

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<DAC ASIA PTE. LTD. (DAC Asia)>

Representative : Managing Director Mitsuo Omaru
Head Office : 1 Keong Saik Road Singapore 089109
Established : May 2012
Business : Development of Internet advertising business in ASEAN countries, market research, support for business development of group companies in Asia

<Corporate Information>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Name Hakuhodo DY ONE Inc.
Head Office 4-20-3 Ebisu, Shibuya-ku, Tokyo
Representative Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders 100% owned by the Hakuhodo DY Group
Employees Approx. 3,000 (April 1, 2024, forecast)
Start of integration April 1, 2024
Business Planning, consulting, agency operations and investment activities related to all aspects of digital marketing
URL <https://www.hakuhodody-one.co.jp/en/>

*On April 1, 2024, D.A.Consortium Inc. (DAC) and IREP Co. Ltd. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

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