

## i-dac Bangkok Honored at Meta Agency First Awards 2024 with Three Major Wins in Thailand

### Takes Gold in Most Improved Media Efficiency Category

Tokyo, December 18, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; hereinafter, Hakuhodo DY ONE) is pleased to announce that I-DAC (Bangkok) Co., Ltd. (hereinafter, i-dac Bangkok), a subsidiary of group company DAC Asia Pte. Ltd. (headquarters: Singapore; Managing Director: Mitsuo Omaru; hereinafter, DAC Asia) has been recognized in three local Thai categories for the Meta Agency First Awards 2024, organized by Meta Platform Inc.

Organized for two years in a row in Thailand, Meta Agency First Awards recognizes marketing agency best practices and excellence in utilizing Meta's marketing tools and platforms to create outstanding campaigns on Meta platforms.

This year, i-dac Bangkok secured:

- Gold Award in the Most Improved Media Efficiency category, celebrating outstanding advancements in ad optimization.
- Bronze Award in the Best in Branding Effectiveness category for impactful brand-building campaigns.
- Individual recognition for seven employees in the Most Decorated Media Professional category for excellence in Meta Blueprint certifications.

i-dac Bangkok's achievements reflect its commitment to advancing client success through innovation and expertise in digital campaign management.

### Category Highlights

#### Most Improved Media Efficiency – Gold Award

This award recognizes agencies demonstrating the highest improvement in ad operational optimization. i-dac Bangkok earned the Gold for its effective use of Meta's platform, driving remarkable results in 2024.



#### Best in Branding Effectiveness – Bronze Award

Acknowledging campaigns that excel in brand-building, this award was presented for i-dac Bangkok's collaboration with Hakuhodo First Co., Ltd. in promoting Arcelik Hitachi Home Appliances.



#### Most Decorated Media Professional – Individual Awards

Seven of i-dac Bangkok's media professionals were recognized for their advanced expertise and skill development, evidenced by Meta Blueprint certifications.



## Expanding Digital Excellence Across Southeast Asia

Since its establishment in 2012, DAC Asia has spearheaded digital marketing in Southeast Asia, particularly in Thailand and Indonesia. As part of the H+ network, i-dac Bangkok continues to strengthen its partnerships with major platforms, driving digital transformation across the ASEAN region.

### \* 1 About H+

H+ is a strategic network of Hakuhodo and Hakuhodo DY ONE. Leading Hakuhodo DY Group companies in the APAC region, it drives marketing DX and media DX for clients in APAC.

Reference: <https://www.hakuhodo-global.com/news/hakuhodo-and-dac-launch-cross-company-strategic-organization-h.html>

URL : <https://www.hplus.digital/>

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

Representative : Mitsuo Omaru, President and Managing Director  
 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 Inc. <https://www.hakuhodody-one.co.jp/en/>

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.

Head Office : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-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

\*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (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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