

Hakuhodo DY ONE Wins Meta Agency First Awards' Best Brand Award and Planner of the Year Award

Tokyo, November 20, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka) is pleased to announce that, in collaboration with Hakuhodo DY Media Partners Inc. (headquarters: Tokyo; Representative Director and President: Hirotake Yajima), it has received the Best Brand Award under the Meta Agency First Awards program, organized by Meta's Japanese subsidiary, Facebook Japan. Additionally, Hakuhodo DY ONE has been recognized as Planner of the Year.



(L to R): Best Brand Award, Planner of the Year

The Meta Agency First Awards program was established to recognize partner companies that achieve exceptional results in the key business areas promoted by Meta. The 2024 awards mark the third time they have been presented.

Hakuhodo DY ONE, in collaboration with Hakuhodo DY Media Partners, received the Best Brand Award for leveraging Meta's advertising platform to engage with advertisers as a strong brand partner and develop impactful brand-related case studies.

Additionally, Fumi Iwafuji of Hakuhodo DY ONE was named Planner of the Year for working with Meta to propose optimal solutions that address advertisers' business challenges.

Hakuhodo DY ONE remains committed to strengthening its relationships with platform providers, further enhancing the value of social media, and supporting advertisers' marketing initiatives.

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< 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 : 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

*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.

For inquiries regarding this News Release

Hakuhodo DY ONE Inc.

Public Relations /E-mail : info-pr@hakuhodody-one.co.jp