

Hakuhodo DY ONE wins the Microsoft Advertising Agency Award's Gold Award for Agency of the Year and Audience Excellence Award

Tokyo, June 20, 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 it has been awarded the gold award in two categories – Agency of the Year and Audience Excellence Award – under the Microsoft Advertising Agency Award 2024 organized by Microsoft Advertising.



The Microsoft Advertising Agency Award 2024 is given to ad agencies that registered outstanding results and implemented effective marketing strategies using Microsoft Advertising products and solutions during the 2023 fiscal year (April 2023 ~ March 2024). In addition to the Agency of the Year award, which is given to ad agencies with the highest annual spend on Microsoft advertising, noteworthy achievements in a total of four categories are recognized. For the Agency of the Year and Audience Excellence Award, there are three ranks – Platinum, Gold and Silver.

In recognition for actively utilizing Microsoft Advertising and significantly contributing to sales, Hakuhodo DY ONE DY won the gold award in two categories, Agency of the Year and Audience Excellence Award, which is given to companies that have helped expand the use of Microsoft Advertising's Audience Ads.

By utilizing new services and other products provided by Microsoft, Hakuhodo DY ONE will continue to support our client companies' marketing activities and contribute to the further development of the Hakuhodo DY Group, various partner companies and Microsoft Advertising.



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< Corporate Information >

■ Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

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