

Hakuhodo DY ONE Named Microsoft Advertising “Elite Partner” in Japan

Recognized as Top-Tier Partner for Active Use, Strategic Impact, and Audience Growth

Tokyo, March 27, 2025 – Hakuhodo DY ONE Inc. is proud to announce that it has been named an Elite Partner—the highest tier—under the newly introduced Microsoft Advertising Partner Program in Japan. This prestigious recognition was awarded by Microsoft for our outstanding achievements in advertising performance, strategic execution, and client value creation.



Hakuhodo DY ONE



 Microsoft Advertising

Elite Partner

About the Microsoft Advertising Partner Program

The Microsoft Advertising Partner Program is a loyalty program that recognizes and rewards agencies and partners that demonstrate strong performance, strategic use, and commitment to the Microsoft Advertising. Operated across 30 countries globally—including the United States—the program officially launched in Japan in 2025. It includes three tiers: Partner, Select, and Elite, the top tier. Certified partners receive access to exclusive tools, advanced training, and enhanced resources to drive better results for clients.

Hakuhodo DY ONE was selected as an Elite Partner based on our active use of Microsoft Advertising and our high contribution to the platform’s annual ad revenue. This recognition builds upon a long track record of success and marks the second consecutive year of receiving top honors from Microsoft.

Award-Winning Performance in Microsoft Advertising

At the Microsoft Advertising Agency Award 2024, held in June last year, Hakuhodo DY ONE earned two Gold Awards:

- Agency of the Year, recognizing our standout results in driving revenue through Microsoft Advertising
- Audience Excellence Award, acknowledging our impact in expanding audience engagement and ad effectiveness through Microsoft Advertising’s Audience Ads

These accolades demonstrate the strength of our strategic approach, operational excellence, and ability to deliver measurable outcomes for client brands.

Driving Client Growth through Global Expertise

Hakuhodo DY ONE has continuously evolved its capabilities in Microsoft Advertising, leveraging deep platform knowledge, integrated marketing expertise, and data-driven execution. Working closely with the Hakuhodo DY Group and a network of partner companies, we support a wide range of client companies across industries in achieving sustained growth through digital advertising.

We remain committed to developing the full potential of Microsoft Advertising in Japan and beyond—empowering our clients with leading-edge advertising solutions tailored to meet today's market demands.

→ For more on our 2024 awards: [News Release – June 20, 2024](#)

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 107-6316, Japan
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

For inquiries regarding this News Release

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Public Relations

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