

## News Release

Hakuhodo DY Media Partners Inc.

Hakuhodo DY ONE Inc.

### **Hakuhodo DY Media Partners and Hakuhodo DY ONE Win Pin Pro Award 2024 from Pinterest Japan Recognized for Top Sales Performance and Platform Expertise**

**Tokyo, February 13, 2025** – Hakuhodo DY Media Partners Inc. and Hakuhodo DY ONE Inc., both subsidiaries of the Hakuhodo DY Group, have been honored with Agency Top Sales Gold and Academy Certification at the Pin Pro Award 2024, organized by Pinterest Japan.



The Pin Pro Award celebrates advertising agencies that have delivered exceptional results through Pinterest’s ad platform—recognizing creativity, innovation, and business impact. This marks Pinterest’s first award initiative in Japan since launching its ad services in the market in 2022.

Hakuhodo DY Media Partners and Hakuhodo DY ONE have consistently demonstrated strong performance in utilizing Pinterest advertising to drive tangible outcomes for clients. Their success earned them the Agency Top Sales Gold award, acknowledging both impressive sales performance and high advertising effectiveness across campaigns.

The companies were also awarded Academy Certification for their proactive engagement with Pinterest’s educational tools—including webinars, certification programs, and platform learning resources—which have deepened internal expertise and sharpened strategic execution.

Beyond campaign execution, Hakuhodo DY Media Partners and Hakuhodo DY ONE are part of “TeamPiQ,” Japan’s first official collaborative project with Pinterest Japan. The initiative explores how Pinterest users’ latent interest can be activated through content tied to seasonal moments, events, and emerging trends, turning inspiration into intent and driving purchase behavior.

This strategic alignment showcases how both companies are not only top performers in platform sales but also innovation partners, helping shape the future of Pinterest marketing in Japan.

Hakuhodo DY Media Partners and Hakuhodo DY ONE remain committed to strengthening partnerships with key platform providers. By enhancing their capabilities in social media advertising—including Pinterest—they will continue to deliver high-value, insight-driven marketing solutions that fuel client growth.

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### **Inquiries**

#### **Hakuhodo DY Media Partners Inc.**

Public Relations Divisions

E-mail: [mp.webmaster@hakuhodody-media.co.jp](mailto:mp.webmaster@hakuhodody-media.co.jp)

#### **Hakuhodo DY ONE Inc.**

Public Relations

E-mail: [info-pr@hakuhodody-one.co.jp](mailto:info-pr@hakuhodody-one.co.jp)