

Hakuhodo DY ONE and Hakuhodo Win Six Awards Recognized at TikTok for Business Japan Agency Awards 2025 for Sales Growth and Strategic Excellence

Tokyo, April 25, 2024 – Hakuhodo DY ONE Inc. and Hakuhodo Inc. have been honored with a total of six awards at the TikTok for Business Japan Agency Awards 2025, organized by TikTok for Business. This includes major accolades such as the Growth Champion Awards, Best Performance Award, and Best Branding Award. Hakuhodo DY ONE was the only agency group recognized in both the strategic and performance categories, reflecting its deep expertise in maximizing value for clients through TikTok advertising.



Held annually since 2019, the TikTok for Business Japan Agency Awards recognizes ad agencies that have made significant contributions to the growth of client businesses through innovative use of TikTok ad solutions. The 2025 edition broadened its evaluation criteria—expanding beyond sales performance to include creative use of TikTok ad products and strategic initiatives that push the boundaries of platform marketing. A total of 24 companies received awards across four major categories.

Hakuhodo DY ONE and Hakuhodo earned five agency-level awards and one individual recognition, highlighting their collaborative capabilities, innovation in ad operations, and cross-organizational strengths.

Award Highlights and Achievements

Growth Sales Category

- **Growth Champion**

Awarded to agencies with significant year-over-year sales growth and new account development.

Reason for recognition: Achieved a large increase in new accounts and revenue; drove

cross-team collaboration and are expected to remain actively influential.

- **Best Performance Award**

Awarded to agencies demonstrating strong sales impact in performance ads with a sustainable, long-term approach.

Reason for recognition: Early adoption of *Smart+*, a predictive AI-driven performance solution, led to outstanding ad results and sales growth.

- **Best Branding Award**

Awarded to agencies that delivered strong branding campaign results across industries.

Reason for recognition: Secured major branding budgets and executed cross-industry initiatives that strengthened brand equity for clients.

Strategic Sales & Solutions Category

- **Growth Vertical Award**

Awarded to agencies that led growth in TikTok's priority sectors.

Reason for recognition: Achieved substantial growth in the automotive industry, one of TikTok's strategic verticals for 2024.

- **Product Solutions Award**

Awarded to agencies that effectively utilized TikTok's latest ad formats and strategies.

Reason for recognition: Led the way in deploying TikTok ad products like *TopView* (start-up screen ads) and *TikTok Pulse* (premium adjacency ad solution), enhancing both ad effectiveness and client success.

- **Education Award – Yui Kaida (Hakuhodo DY ONE)**

Awarded to individuals who promote learning and adoption of TikTok ad solutions both internally and externally.

Reason for recognition: Delivered well-crafted, client-focused TikTok proposals that were highly regarded for their creativity and planning precision.

Hakuhodo DY ONE continues to strengthen partnerships with leading platform companies like TikTok, ensuring clients benefit from cutting-edge solutions in social media marketing. These recognitions affirm the company's leadership in performance advertising, brand strategy, and innovation within Japan's rapidly evolving digital ad market.



Corporate Information

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE leverages its expertise in digital advertising—built since the earliest days of internet marketing—to deliver integrated digital marketing services. With capabilities in strategy, creativity, operations, technology, and strong relationships with global platforms, the company supports leading Japanese and international brands with data-driven growth.

As the Digital Core of the Hakuhodo DY Group, Hakuhodo DY ONE drives group-wide innovation by combining strategic insight with executional excellence. As an Integrated Strategy Partner, we continuously evolve to help clients achieve sustainable growth and elevate 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
Employees : Approx. 3,000 (April 1, 2024)
Business : Digital strategy, consulting, advertising operations, and marketing technology solutions
Start of integration : April 1, 2024
Shareholders : 100% owned by the Hakuhodo DY Group
URL : <https://www.hakuhodody-one.co.jp/en/>

For inquiries regarding this News Release

Hakuhodo DY ONE Inc.

Public Relations

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