

Hakuhodo DY ONE Captures Performance Partner of the Year at Microsoft Advertising Partner Awards 2025

Tokyo, November 27, 2025 –We are pleased to announce that Hakuhodo DY ONE has won Performance Partner of the Year at Microsoft Advertising Partner Awards 2025, hosted by Microsoft Japan Co., Ltd.



Microsoft Advertising Partner Awards 2025 recognizes companies and organizations that are contributing to innovative, performance-focused initiatives from among the partner companies classified as Elite or Select in the Partner Program offered by Microsoft Advertising.*¹ Award categories are designed to reflect the depth and breadth of Microsoft Advertising's solutions and shine a spotlight on the innovative and performance-driven work of partners in the Americas, EMEA and APAC regions

The Performance Partner of the Year award, won by Hakuhodo DY ONE this year, recognizes a partner and its clients for their extraordinary success in driving the performance and business growth of the clients through the Microsoft Advertising ecosystem. Hakuhodo DY ONE was specifically recognized for its ceaseless efforts to optimize innovative strategies and maximize results for its clients.

Hakuhodo DY ONE remains committed to leveraging emerging services offered by Microsoft to contribute to the development of the Hakuhodo DY Group, our various partners and Microsoft Advertising in support of corporate marketing activities in general.



* 1 Press Release on March 27, 2025 : Hakuholdo DY ONE Named Microsoft Advertising “Elite Partner” in Japan
https://www.hakuholdody-one.co.jp/en/news/news-releases_202503272064/

※ Microsoft is a registered trademark or trademark of Microsoft Corporation in the United States and other countries.

< Corporate Information >

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

Hakuholdo 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 Hakuholdo 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.

Location	: 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 Hakuholdo DY Group
Employees	: 3,172 (April 1, 2025, 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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