

Hakuhodo DY ONE and Hakuhodo Named “Hitmakers” at the Spotify Advertising Agency Awards 2025 ~The Joint Honor Comes at the World’s First Agency Awards~

Tokyo, March 2, 2026 – Hakuhodo DY ONE Inc. is pleased to announce that it and Hakuhodo Inc. have been jointly named “Hitmakers” in the Spotify Advertising Agency Awards 2025 organized by Stockholm-based audio streaming service Spotify AB.



The Spotify Advertising Agency Awards recognize partner companies that have contributed to clients’ business growth by making maximum use of Spotify’s marketing solutions. The 2025 awards in Japan were the first to be held anywhere in the world. Hakuhodo DY ONE and Hakuhodo were jointly named “Hitmakers,” meaning agencies that, by doing a brilliant job of running ads on Spotify, have produced a steady stream of hits and thus achieved sustained growth.*¹ In addition to their high ad volume during 2025, the two companies were chosen for the following reasons:

- **Maximizing the value of Spotify ads:** By leveraging proprietary data analysis tools, they improved visibility into ad performance and enhanced their planning expertise to maximize performance.
- **Implementation of experiential ads:** By combining Spotify’s wide range of advertising products with live music experiences, they established new ways to enhance engagement between brands and users.

In conjunction with the Hakuhodo DY Group’s proprietary AaaS service,*² Hakuhodo DY ONE has been working to provide greater visibility into the value of Spotify ads. To that end, it draws on the wealth of digital advertising knowledge and experience it has developed over the years. Further, it actively incorporates generative AI into the production process to enhance speed and quality, which are key to ad production these days.

Going forward, Hakuhodo DY ONE will, with the rest of the Hakuhodo DY Group and various partners, contribute further to the evolution of Spotify ads in a way that capitalizes on their unique advantages, while continuing to support businesses in their marketing efforts.

*1 <https://spotifynewsroom.jp/2026-02-27/adagencyawards/>

*2 A next-generation model for achieving the digital transformation of the advertising media business championed by Hakuhodo. It anticipates the transition from a business model based on selling of ad space ("reservation ads"), which has long been dominant in advertising, to one based on maximizing advertising effectiveness ("performance-based ads"). AaaS® is a registered trademark of Hakuhodo.

■**Spotify** <https://www.spotify.com/>

Since its launch in 2008, Spotify has revolutionized music listening. Today, more listeners than ever can discover, manage, and enjoy over 100 million tracks, 7 million podcast titles, and 500,000 audiobooks for free. If you upgrade to a paid premium plan, you can listen to ad-free music with higher audio quality, even offline, and play songs in any order you like. Spotify is the world's most popular audio streaming subscription service with 751 million users, including 290 million subscribers, in over 180 markets.

Spotify News Room 「For The Record」 <https://spotifynewsroom.jp/>

< 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.

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 Hakuhodo 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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