

Hakuhodo DY ONE Wins Best Brand Award at LY Partner Award 2025

—Brand-new award show recognizes our efforts for brand awareness improvement—

Tokyo, November 18, 2025 —We are pleased to announce that Hakuhodo DY ONE Inc. has won the Best Brand Award at LY Partner Award 2025, organized by LY Corporation.



■LY Partner Award

LY Partner Award recognizes those partner companies participating in the LY Partner Program which proposed exceptional solutions or contributed to sales growth or market development in advertising business.

■Best Brand Award

The Best Brand Award, recently captured by Hakuhodo DY ONE, is granted to a partner that helped clients maximize their brand awareness by actively adopting and proposing advertising products intended to improve LY brand awareness.

In receiving this award, Hakuhodo DY ONE was recognized for its substantial contribution in H1 FY2025 to the solution of problems and business growth on behalf of client companies by proactively leveraging marketing solutions offered by LY.

We at Hakuhodo DY ONE remain committed to supporting the business growth of client companies, thereby contributing to the development of the advertising market in general.

< Corporate Information >

■ **Hakuhodo DY ONE Inc.** <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its know-how and innovation 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 media partnerships, we deliver full support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

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 ourselves to advance as our clients’ “One and only ONE” for sustainable growth and enhanced 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

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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