

Hakuhodo DY ONE Bags Five Awards at the TikTok for Business Japan Agency Awards 2026, Including “the Performance Solutions Award”

Tokyo, April 17, 2026 – Hakuhodo DY ONE, Inc. is proud to announce that it has bagged a total of five awards in the TikTok for Business Japan Agency Awards 2026, including “the Branding Solutions Award” and “the New Account Activation Award”, which it jointly won with Hakuhodo Inc.



The TikTok for Business Japan Agency Awards celebrate agencies that boost sales and performance by effectively leveraging TikTok in innovative ways on TikTok for Business, thus driving adoption of priority solutions.

Hakuhodo DY ONE and Hakuhodo were presented with “the Branding Solutions Award” for their in-depth understanding of the value of TikTok ads and their contribution to enhancing brand value by applying their know-how and experience. Hakuhodo DY ONE received “the Performance Solutions Award” for contributing to advertisers’ business growth by maximizing the value of TikTok ads.

Awards Won and Reason Awarded

■ Strategic Sales

- Market Growth Award (Web Commerce Growth Award):

This award recognizes agencies that have achieved impressive sales results in web commerce advertising and have had a sustained business impact through medium- to long-term initiatives.

Reason awarded: For contributing to major earnings growth by being a prominent market player and recommending the optimum advertising approach.

• **New Account Activation Award:**

This award recognizes agencies that have made a significant contribution to both developing new advertising accounts and generating sales.

Reason awarded: For contributing to new customer development across the entire Group and showing potential for achieving further business growth by strengthening coordination with regional hubs.

• **Best Performing Team Award:**

This award recognizes agency units or teams that have executed an outstanding initiative, or otherwise achieved outstanding results, by implementing a highly original project, strategic proposal, or case study over TikTok—one that effectively leverages the TikTok platform.

Reason awarded: For a proactive approach to promoting sales, from the challenging task of setting up a DCR to demonstrating PoC and developing a full-scale sales platform.

■ **Strategic & Product Solutions**

• **Branding Solutions Award:**

This award recognizes agencies that have contributed to enhancing brand value by improving brand score as recommended by TikTok, leveraging various branding ad products, and designing and executing integrated advertising packages.

Reason awarded: For successfully generating numerous case studies by conducting joint research on how short-form videos impact purchase behavior and applying it to formulating strategies in-house.

• **Performance Solutions Award:**

This award recognizes agencies that have contributed to generating results by leveraging TikTok's suite of performance products.

Reason awarded: For achieving significant earnings growth in performance advertising by making extensive use of Smart+ and developing ways to apply it, thus maintaining high uptake of around 90 percent

While strengthening collaboration with platform companies, Hakuhodo DY ONE will continue working to enhance the value of digital media and supporting advertisers in their marketing activities.



< 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	: Hiroaki Kitazume, 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

Hakuhodo DY ONE Inc.

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