Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Taiwan DAC Wins Best Creative Partner at Meta Agency First Awards 2025

Tokyo, November 26, 2025 –We are pleased to announce that D. A. Consortium Taiwan Inc. (“ DAC Taiwan”), a group company of Hakuhodo DY ONE, was selected as Best Creative Partner in Taiwan at Meta Agency First Awards 2025, a program organized by Meta Platforms Inc.



Meta Agency First Awards recognizes marketing agency best practices and excellence in utilizing Meta’s marketing tools and platforms to create outstanding campaigns on Meta platforms. This year, the award marked its third year in Taiwan since its launch in 2023.

The Best Creative Partner award is granted to an advertising company that leverages its excellent creative expertise on Meta platforms to execute creative strategy in an agile manner.

DAC Taiwan succeeded in rebuilding its common global creative materials at its own initiative tailored to the Taiwanese market in order to correctly meet the preferences of local audiences. By continuing to improve its data-driven media delivery, it also solved aspects of the common global creative materials that were unsuitable for the Taiwanese market, thus contributing to the success of client brands in Taiwan.

Since the establishment of D. A. Consortium Beijing Co., Ltd. (DAC Beijing) in 2005, followed by DAC Taiwan in 2016, Hakuhodo DY ONE has been engaged in digital marketing business in the fast-growing Greater China market. Boosted by this new award, DAC Taiwanis now poised to help clients build their brand equity in Taiwan by further integrating its local insights with a data-driven approach.

＜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

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