Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE, along with Hakuhodo, Collects Its First Agency of the Year and Pinspired Moment Honors at PinPro Award 2025

Tokyo, February 20, 2026 – Hakuhodo DY ONE Inc. is proud to announce that it became one of the first companies within the Hakuhodo DY Group, along with Hakuhodo Inc., to capture the Agency of the Year award (grand prize) and the Pinspired Moment award in the Creative category at PinPro Award 2025, organized by Pinterest Japan.



PinPro Award 2025 is an event to commend the outstanding performance of advertising agencies that have led their clients to success by leveraging Pinterest in an innovative and effective way. The award show was organized for the second time in 2025, continuing from the previous year.

The Agency of the Year award is given to an advertising agency that has achieved excellent sales performance and advertising effect based on a deep understanding of the value of Pinterest Ads, creating business impact on behalf of advertisers. In 2025, Hakuhodo DY ONE and Hakuhodo were recognized by Pinterest for their immense contribution to the latter's business growth by promoting the business expansion of advertisers in close partnership with Pinterest.

Meanwhile, the Pinspired Moment award in the Creative category goes to advertising companies that have delivered highly effective ads to advertisers, and unique inspiration to Pinterest users by leveraging the advertising format in an innovative way based on a deep understanding of the trends and insights into Pinterest. We were recognized this year for our optimal communication design through close collaboration among the account management, creative and marketing departments to capture the potential needs of Pinterest users, in addition to our expertise and operational skills in Pinterest Ads.

Hakuhodo DY ONE remains committed, along with Hakuhodo, to improving media values and support for clients in their marketing activities, while working more closely with platform providers.

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＜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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