

i-dac Bangkok Captures Branding Agency of the Year (Thailand) at TikTok Partner Awards 2026

– Recognized for brand building and outstanding performance in TikTok ads operation
in Thailand –

Tokyo, April 6, 2026 – Hakuhodo DY ONE Inc. is proud to announce that i-dac (Bangkok) Co., Ltd., operating under the auspices of its group company DAC ASIA PTE. LTD., has won Branding Agency of the Year (Thailand) at TikTok Partner Awards 2026.



TikTok Partner Awards 2026 is the very first initiative undertaken by TikTok to commend, from among its advertising partners in Southeast Asia, companies that have achieved outstanding results in terms of collaboration, creative impact and strategic partnership on the TikTok platform. Under the theme of “Strong Ties, Stronger Results,” this year’s award show recognized advertising companies that have contributed to brand performance in particular, including i-dac Bangkok which won Branding Agency of the Year in Thailand.

Since 2012, when it incorporated DAC ASIA in Singapore, Hakuhodo DY ONE has actively expanded its business in Southeast Asia, including Indonesia, Thailand and Vietnam. In 2022, we jointly launched with Hakuhodo Inc. a strategic network in APAC called H+^{*1} to scale up the digital marketing business throughout Southeast Asia.

Going forward, we remain committed to deepening partnerships with key platforms including TikTok to promote digital transformation (DX) across ASEAN in collaboration with H+ network companies.

^{*1} <https://www.hplus.digital/>



< 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	: Hiroaki Kitazume, 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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