

Hakuhodo DY ONE Certified as “Diamond,” the Highest-Ranking Grade in the SmartNews Ads Partner Program

– Also selected as the Best Branding Partner for the largest volume of branding ads for the year –

Tokyo, May 22, 2026 – Hakuhodo DY ONE Inc. is proud to announce its certification as “Diamond,” the highest-ranking grade in the SmartNews Ads Partner Program, at SmartNews Ads Conference 2026 organized by SmartNews, Inc. We are also pleased to announce that the company was additionally selected as the Best Branding Partner, in recognition of the largest volume of branding ads placed for the year as a partner company.



The SmartNews Ads Partner Program is designed to certify SmartNews Ad Partners from among those sales agencies that deal in SmartNews advertising products and services and maintain a direct business relationship with SmartNews. In 2024, SmartNews introduced a partner ranking system to promote its products and services, recognizing those companies that proactively use SmartNews Ads throughout the year.

This year, Hakuhodo DY ONE was certified as “Diamond,” the highest grade in the partner ranking system in recognition of our substantial contribution to the sales of SmartNews Ads, which made us one of the most important partners in the advertising business of SmartNews.*¹ We were also selected as the Best Branding Partner, an award given to the partner company placing the largest volume of branding ads throughout the year.

Hakuhodo DY ONE remains determined to contribute to the further development of SmartNews Ads by

proactively leveraging new services offered by SmartNews in collaboration with our group companies and various other partner companies, in order to further support the growth of corporate marketing activities.



*1 Partners are ranked in five categories: Diamond, Platinum, Gold, Silver and Bronze.

< 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 : 3,290 (April 1, 2026, 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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