

Hakuhodo DY ONE Captures the Best Brand Award for H2 FY2025 at LY Partner Award 2025

– Recognized for contributing to brand awareness continuing from H1 –

Tokyo, May 14, 2026 – We are proud to announce that Hakuhodo DY ONE has captured the Best Brand Award for H2 FY2025 at LY Partner Award 2025, organized by LY Corporation.



■ About the LY Partner Award

The LY Partner Award commends those companies among the partners participating in the LY Partner Program which have proposed exceptionally effective solutions or contributed to revenue growth and market development in the advertising business.

■ About the Best Brand Award

The Best Brand Award, captured by Hakuhodo DY ONE, is a prize granted to a partner that has contributed to maximizing brand awareness on behalf of clients by actively adopting and proposing advertising products intended to raise awareness of the LY brand.

Hakuhodo DY ONE was awarded the prize in recognition of its substantial contribution to the solution of issues facing clients and their business growth in H2 2025 through proactive adoption of marketing solutions offered by LY Corporation.

Hakuhodo DY ONE remains determined to support the business growth of clients and contribute to the development of the whole market.

<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

Hakuhodo DY ONE Inc.

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