

Hakuhodo DY ONE, Winner of the AI Production Category at CICLOPE Asia Pacific 2026

– Recognition of a concept movie produced by AI Experts ULTIMA
to exemplify the fusion of AI and creative
for its AI-powered video production/post-production technology –

Tokyo, June 8, 2026 – We are proud to announce that Hakuhodo DY ONE Inc. was selected as Winner of the Post-Production/AI Production category at CICLOPE Asia Pacific 2026, a regional craft award show in Asia-Pacific.



As a regional edition of the international craft award show CICLOPE, CICLOPE Asia Pacific convenes leading creators, directors and producers in Asia-Pacific to recognize outstanding works released during the year. An authoritative award show on a global scale dedicated to craft (technological capabilities) in video creation, it honors the achievements of supporting production staff in various categories including direction, cinematography, production design, editing, VFX^{*1} and sound & music.

The winning entry was originally released as a concept movie to exemplify the efforts being made for new advertising expressions and experience design combining AI and creative, promoted by AI Experts ULTIMA^{*2}, our creative team specialized in AI. Jointly produced by creators/planners from Hakuhodo DY ONE and directors/post-production staff from Pyramid Film Quadra Inc., it represents a fusion of cutting-edge generative AI and sophisticated post-production technologies.

We were selected as Winner of the Post-Production/AI Production category in recognition of our artistic quality, originality and technological perfection in the use of AI. This category, covering AI adoption in short-form videos including commercials, branded films, music videos, fictional works and documentaries, particularly focuses on innovativeness and technological capabilities in specific stages of the production process including image generation, cinematography, VFX, color grading, sound design and editing.



■ You can view the winning entry at:

https://youtu.be/0oho_b7Hr7g

■ Details of the winning entry

CICLOPE Asia Pacific 2026 「POST-PRODUCTION / AI PRODUCTION」 Winner

Client : ULTIMA

Title : ULTIMA BRAND MOVIE

Entrant Company : Pyramid Film Inc.

Production Company : Pyramid Film Inc. / Pyramid AI

Advertising Agency : Hakuhodo DY ONE Inc.

Director : YUUUKI

Creative Director : Kazuma Matsuo*, Shinnosuke Yokoyama*

VFX Company : Shunsuke Kakuuchi VFX Company

Editing Company : PTHREE

Sound Company : Ventuno

Music Company : Piano Inc.

Head of Production (Agency) : Ryuku Sato *

Producer (Production Company) : Junki Yoda

Design Lead : Hiroyuki Maeda *

Tech Lead : Natsumi Otsuka *, Yuki Kurita *

Copywriter : Takuto Toei*

AI Creative Lead : YUUUKI

* indicates staff member of Hakuhodo DY ONE.

Official webpage:

https://apac-awards.ciclopefestival.com/?action=ows:entries.details&e=210372&project_year=2026

Hakuhodo DY ONE is constantly aiming to create new advertising, imaging and experiential values by fusing AI technology with creative as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals.

*1 VFX stands for visual effects subsequently added to a live-action shot with the help of CG, for example.

*2 AI Experts ULTIMA is a creative team specialized in AI to promote the development and production of new expressions in experiential areas including AI-powered imagery and interactive content. In this team, Hakuhodo DY ONE, with strengths in advertising campaigns and planning, joins forces with Pyramid Film Quadra, equipped with direction skills and post-production functions, to build a production structure for delivering innovative commercials and experiential expressions integrating AI into creative.

<https://ai-experts-ultima.hakuhodody-one.co.jp/>

< 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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