



# News

博報堂 広報室

HAKUHODO

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## Hakuhodo Group companies awarded 2 Grande Lotuses at ADFEST 2015

### Award haul: 2 Grandes, 3 category awards, 6 Gold, 7 Silver & 6 Bronze

Tokyo—March 27, 2015—Hakuhodo Group companies have won the Grande INNOVA Lotus\* and Grande Lotus Roots†, three category awards and 19 other Lotuses (six Gold, seven Silver and six Bronze) at ADFEST 2015, held in Pattaya, Thailand from March 19–21.

ADFEST is one of the Asia-Pacific region's premier advertising festivals. It drew 3,295 entries from around the Asia-Pacific region this year. Awards were presented in 18 categories.

#### Awards won

\* The INNOVA Lotus category champions innovative ideas and campaigns.

† The Lotus Roots category celebrates work rooted in the traditional cultures and insights of Asian countries.

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#### Grand Lotus Awards

##### *Grande INNOVA Lotus*

Advertiser: Suntory Holdings Limited

Title: Suntory Hibiki Glass

Agency: Hakuhodo Kettle Inc.

##### *Grande Lotus Roots*

Advertiser: Suntory Holdings Limited

Title: Suntory Hibiki Glass

Agency: Hakuhodo Kettle Inc.

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#### Category awards

##### *INNOVA Lotus*

Advertiser: Pola Inc.

Title: Call Her Name / B.A Red

Agency: Hakuhodo Inc.

##### *Lotus Roots*

Advertiser: Pola Inc.

Title: Call Her Name / B.A Red

Agency: Hakuhodo Inc.

##### *Branded Content & Entertainment Lotus*

Advertiser: Suntory Holdings Limited

Title: 3D on the Rocks

Agency: TBWA \HAKUHODO INC.



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## Gold Lotuses

*Design Lotus (Poster)*

*Print Craft Lotus (Photography)*

Advertiser: Infas Publications, Inc.

Title: CITYSCAPE

Agency: Hakuhodo Inc.

(Two awards)

*Design Lotus (Self-Promotion)*

Advertiser: Azuma Makoto Kaju Kenkyusho (AMKK)

Title: EXOBIOTANICA

Agency: SIX Inc.

*Interactive Lotus (Best Use of a Single Technology)*

Advertiser: Suntory Holdings Limited

Title: 3D ON THE ROCKS

Agency: TBWA\HAKUHODO INC.

*Outdoor Lotus (Outdoor TV, Electronic Poster & Video)*

Advertiser: Suntory Holdings Limited

Title: Suntory Hibiki Glass

Agency: Hakuhodo Kettle Inc.

*Outdoor Lotus (Point of Purchase (POP) Display)*

Advertiser: HUG Mart

Title: Talkable Vegetables

Agencies: Hakuhodo Inc., Hokkaido Hakuhodo Inc.

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## Silver Lotuses

*Design Lotus (Broadcast/Motion/Digital Design)*

*Interactive Lotus (Best Art Direction)*

*Outdoor Lotus (Ambient: Large Scale)*

Advertiser: Suntory Holdings Limited

Title: 3D ON THE ROCKS

Agency: TBWA\HAKUHODO INC.

(Three awards)

*Direct Lotus (Field Marketing)*

*Interactive Lotus (Best Use of a Prototype Technology)*

Advertiser: Suntory Holdings Limited

Title: Suntory Hibiki Glass

Agency: Hakuhodo Kettle Inc.

(Two awards)

*Outdoor Lotus (Best of Travel, Entertainment & Communication Media)*

Advertiser: Infas Publications, Inc.

Title: CITYSCAPE

Agency: Hakuhodo Inc.

*Promo Lotus (Best Use of Games, Incl. Sweepstakes, Contests, Prize-Draws)*

Advertiser: Culture Convenience Club Co., Ltd.

Title: Panicoupon

Agency: Hakuhodo Inc.



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## **Bronze Lotuses**

### *Direct Lotus (Field Marketing)*

Advertiser: Yahoo! Japan

Title: Trend Coaster

Agency: Hakuhodo Kettle Inc.

### *Interactive Lotus (Website: Best Consumer Website)*

Advertiser: Suntory Holdings Limited

Title: 3D on the Rocks

Agency: TBWA\HAKUHODO INC.

### *Interactive Lotus (Best Use of Online Video)*

Advertiser: Suntory Holdings Limited

Title: The Ninja School Girls

Agency: Hakuhodo Kettle Inc.

### *Interactive Lotus (Best Use of Outdoor Digital Technology)*

Advertiser: HUG Mart

Title: Talkable Vegetables

Agencies: Hakuhodo Inc., Hokkaido Hakuhodo Inc.

### *Interactive Lotus (Best Use of Web-Based Technology)*

Advertiser: Yahoo! Japan

Title: Trend Coaster

Agency: Hakuhodo Kettle Inc.

### *Promo Lotus (Ambient Promotion: Large Scale)*

Advertiser: IKEA Japan K.K.

Title: IKEA HAPPY TRANSIT

Agency: TBWA\HAKUHODO INC.

## Contacts

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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhold DY Group, the world's seventh largest agency company according to *Advertising Age's* "Agency Report 2014." Hakuhold has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuhold is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

*Sei-katsu-sha* insight is the foundation for Hakuhold's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold is the only agency headquartered in Asia to have twice won the Grand Prix at Cannes Lions International Festival of Creativity.

To learn more, visit: [www.hakuhold.jp](http://www.hakuhold.jp)



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