

## Hakuhodo nets Gold and Silver at APAC Effie Awards 2015

Tokyo—April 15, 2015—Hakuhodo Inc., Japan's second largest advertising company, has won a Gold and a Silver at APAC Effie Awards 2015.

The APAC Effie Awards champion practices of marketing effectiveness excellence in the Asia Pacific region. Held for the second time, the Awards this year saw competition in 36 categories.

Awards won

### **Gold**

Media Innovation

Advertiser: Inakadate Village

Title: Rice Code

Agency: Hakuhodo Inc.

### **Silver**

Healthcare

Advertiser: Oak Lawn Marketing, Inc. (Shop Japan)

Title: Wonder Core

Agencies: Hakuhodo DY Media Partners Inc., Hakuhodo Inc.

### **About the Effie Awards**

Initiated in the United States in 1968, the award now celebrates effectiveness worldwide with the Global Effie, four regional Effie competitions (APAC Effie, Euro Effie, Middle East / North Africa Effie and North America Effie), and some 40 national Effie programs.

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