



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

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Hakuhodo Group companies win 2 Gold, 3 Silver, 1 Bronze and 9 Merit Awards at The One Show in New York

Tokyo—May 18, 2015—Hakuhodo Group companies have picked up Gold, Silver, Bronze and Merit awards at The One Show.

One of the world's premier advertising awards, The One Show is held annually in New York, USA, by The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

Gold Pencils

- Design: Experiences Indoor Spaces
Advertiser: Suntory Holdings Limited
Title: HIBIKI HARMONY BAR with HIBIKI Glass
Agency: Hakuhodo Kettle Inc.
- Intellectual Property: Intellectual Property & Products/Software, Services, Programs & Platforms
Advertiser: Tsukuba University's Special Needs Schools
Title: Eye Play the Piano
Agency: Hakuhodo Kettle Inc.

Silver Pencils

- Design: Collateral Design/Posters
- Design: Design Craft/Photography
Advertiser: Infas Publications, Inc.
Title: CITYSCAPE
Agency: Hakuhodo Inc.
(Two awards)
- Direct Marketing: Ambient Media
Advertiser: Culture Convenience Club Co., Ltd. (Tsutaya)
Title: PANICOUPON
Agency: Hakuhodo Inc.

Bronze Pencils

- Design: Design: Design Craft/Printing & Paper Craft
Advertiser: Final Home
Title: 3D Modeling Poster "on air"
Agency: SIX Inc.



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Merit Awards

- Branded Entertainment: Online
Advertiser: KDDI Corporation
Title: SYNC DINNER
Agencies: SIX Inc. Hakuhodo Creative Vox Inc.
- Branded Entertainment: Documentaries/Television
Advertiser: Pola Inc.
Title: Call Her Name / B.A Red
Agency: Hakuhodo Inc.
- Design: Collateral Design/Posters
Advertiser: Hakuhodo Inc.
Title: Zen Meets Anime
Agency: Hakuhodo Inc.
- Design: Design Craft/Printing & Paper Craft
Advertiser: Tokyo Copywriters Club
Title: TCC Awards 2014
Agency: Hakuhodo Inc.
- Design: Design Craft/Printing & Paper Craft
Advertiser: SIX Inc.
Title: Palette Notebook
Agency: SIX Inc.
- Design: Design Craft/Printing & Paper Craft
Advertiser: SIX Inc.
Title: Palette Poster
Agency: SIX Inc.
- Interactive: Interactive Advertising/Environmental/Experiential
Advertiser: Suntory Holdings Limited
Title: 3D on the Rocks
Agency: TBWA\HAKUHODO INC.
- Interactive: Interactive Advertising/Environmental/Experiential
Advertiser: Tsukuba University's Special Needs Schools
Title: Eye Play the Piano
Agency: Hakuhodo Kettle Inc.
- Print & Outdoor: Collateral/Posters
Advertiser: Infas Publications, Inc.
Title: CITYSCAPE
Agency: Hakuhodo Inc.

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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 eighth largest agency company according to *Advertising Age's* "Agency Report 2015." 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 has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhold.jp



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