



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

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Hakuhodo Group Draws 9 Pencils at D&AD Awards

Tokyo—June 9, 2015—The Hakuhodo Group has won 1 Yellow, 3 Graphite and 5 Wood Pencils at D&AD Awards.

The D&AD Awards were established in 1962 by D&AD (originally Design & Art Direction), and are the United Kingdom's premiere advertising awards. This year, there were 20,000 entries vying for awards in 25 categories.

Awards won

Note: The Yellow, Graphite and Wood Pencils are said to represent Gold, Silver and Bronze, in that order.

Yellow Pencil

- Crafts for Design: Photography for Design
Advertiser: Azuma Makoto Kaju Kenkyusho (AMKK)
Title: EXOBIOTANICA
Agency: SIX Inc., Hakuhodo Product's Inc.

Graphite Pencils

- Crafts for Design: Photography for Design
- Graphic Design: Posters (Graphic Design)
Advertiser: Infas Publications, Inc.
Title: CITYSCAPE
Agency: Hakuhodo Inc.
(Two awards)

- Graphic Design: Posters (Graphic Design)
Advertiser: Tokyo Copywriters Club
Title: TCC Awards 2014
Agency: Hakuhodo Inc.

Wood Pencils

- White Pencil: Creativity for Good: Advertising & Marketing Communications
- Film Advertising: TV Commercials
Advertiser: Pola Inc.
Title: Call Her Name / B.A Red
Agencies: Hakuhodo Inc., Hakuhodo Kettle Inc.
(Two awards)
- Digital Marketing: Innovative Use of Technology
Advertiser: Suntory Holdings Limited
Title: 3D on the Rocks
Agency: TBWA\HAKUHODO INC.



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- Packaging Design: Packaging Design

Advertiser: em-company

Title: Tea Time Stories

Agency: Hakuhodo Inc.

- Graphic Design; Posters (Graphic Design)

Advertiser: Laforet HARAJUKU

Title: Laforet Grand Bazar 2015 Winter

Agency: SIX Inc., Hakuhodo Inc., Hakuhodo Product's 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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