



# News

博報堂 広報室

**HAKUHODO**

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## Hakuhodo Group cleans up at AD STARS 2015 with 3 Gold, 14 Silver and 15 Bronze Also awarded the New Stars Bronze

Tokyo—September 7, 2015—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, has announced that Hakuhodo Group companies won 32 awards, including 3 Gold, 14 Silver and 15 Bronze at AD STARS 2015 in Busan, Korea. AD STARS, also known as Busan International Advertising Festival, was held for the eighth time this year from August 20–22.

At New Stars AD Competition, a creative challenge held during AD STARS for national teams comprised of creators aged 30 and under, a team of two young creators from the Hakuhodo Group took out the Bronze prize.

AD STARS is an international advertising festival held annually. Growing in prominence throughout Asia, the competition drew a record 17,698 entries in 18 categories from 67 countries and regions this year.

Awards won

### **AD STARS 2015**

#### **Gold**

- Design: Product & Service

Advertiser: Quicksilver Japan

Title: True Wetsuits

Agency: TBWA\HAKUHODO INC.

- Plus two other Gold awards in 2 categories
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## **Silver**

- Design: Product & Service

Advertiser: Kagome Cop., Ltd.

Title: Wearable Tomato

Agency: Hakuhodo Inc.

- Innovation: Product & Service
- Interactive: Interactive Craft
- Interactive: Other Interactive Works (Games/Branded)
- Interactive: Product & Service

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

- Design: Communication Design
- Direct: Use of Direct Marketing
- Direct: Product & Service
- Outdoor: Product & Service
- Promotion: Use of Promotion & Activation

Advertiser: Quicksilver Japan

Title: True Wetsuits

Agency: TBWA\HAKUHODO INC.

- Promotion: Product & Service

Advertiser: Nissan Motor Co., Ltd.

Title: THE XTREME DELIVERY

Agency: TBWA\HAKUHODO INC.

- Plus 5 other Silver awards in 1 category

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## **Bronze**

- Branded Information Videos
- PR: Integrated Campaign Led by PR

Advertiser: Pola Inc.

Title: Call Her Name / B.A Red

Agency: Hakuhodo Inc., Hakuhodo Kettle Inc.



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- Design: Product & Service
  - PR: Product & Service
  - Public Service Advertising: Education
- Advertiser: Tsukuba University's Special Needs Schools  
Title: Eye Play the Piano  
Agency: Hakuhodo Kettle Inc.

- Interactive: Interactive Craft
  - Interactive: Product & Service
- Advertiser: HUG Mart  
Title: Talkable Vegetables  
Agency: Hakuhodo Inc.

- Interactive: Interactive Craft
  - Interactive: Other Interactive Works (Games/Branded)
- Advertiser: Culture Convenience Club Co., Ltd.  
Title: PANICOUPON  
Agency: Hakuhodo Inc.

- Interactive: Interactive Craft
- Advertiser: NTT Docomo, Inc.  
Title: Connecting Live  
Agency: Hakuhodo Inc.

- Media: Use of Media
  - Promotion: Use of Promotion & Activation
- Advertiser: Nissan Motor Co., Ltd.  
Title: THE XTREME DELIVERY  
Agency: TBWA\HAKUHODO INC.

- Outdoor: Ambient (Nonstandard and Free Format Outdoor)
  - Promotion: Product & Service
- Advertiser: Quicksilver Japan  
Title: True Wetsuits  
Agency: TBWA\HAKUHODO INC.

Plus 1 other Bronze award



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### **Chrystal**

- PR: Product & Service

Advertiser: KDDI Corporation

Title: SYNC DINNER

Agencies: SIX Inc. Hakuhodo Creative Vox Inc.

- Design: Communication Design
- Direct: Use of Direct Marketing
- Promotion: Product & Service

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

- PR: Product & Service
- PR: Practices & Specialism

Advertiser: Pola Inc.

Title: Call Her Name / B.A Red

Agency: Hakuhodo Inc., Hakuhodo Kettle Inc.

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### **New Stars AD Competition 2015**

#### **Bronze**

Takayuki Ogawa (Hakuhodo Inc.)

Shun Akeda (TBWA\HAKUHODO INC.)

New Stars is a creative competition held during AD STARS for teams of creators aged 30 or under representing their countries. Participating teams need to come up with strategies and creative ideas to a given challenge within a set time. AD STARS judges award Gold, Silver and Bronze prizes.

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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](http://www.hakuhold.jp)



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