



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group & Hakuhodo DY Media Partners pick up 5 Gold, the Innovation Spike, 7 Silver & 14 Bronze at Spikes Asia 2015

Tokyo—September 18, 2015—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, has announced that the Hakuhodo Group and Hakuhodo DY Media Partners have together been awarded 27 Spikes (5 Gold, the Innovation Spike, 7 Silver and 14 Bronze) at Spikes Asia 2015, held in Singapore from September 9–11. The Innovation Spike is the gold award in the Innovation category.

Spikes Asia was inaugurated in 2009 to advance creativity in advertising in the Asia-Pacific region. A platform for the brightest minds in the business to connect and exchange ideas, Spikes Asia is co-organized by Lions Festivals and Haymarket Media Group. This year, the awards drew 4,351 entries in 18 categories from 23 countries and regions in the Asia-Pacific region.

Awards won

Gold Spikes

- Outdoor: Ambient: Small Scale Special Solutions

Advertiser: Keihan Electric Railway Co., Ltd. (Hirakata Park)

Title: HIDE 'N RIDE

Agency: Hakuhodo Inc.

- Direct: Direct Marketing: Digital & Social: Use of Other Digital Solutions in a Direct Marketing Campaign

Advertiser: Culture Convenience Club Co., Ltd.

Title: PANICOUPON

Agency: Hakuhodo Inc.

- Design: Craft: Illustration

Advertiser: Suntory Holdings Limited

Title: Hibiki Japanese Harmony

Agency: Hakuhodo Inc.



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- Digital: Craft: Innovative Use of Technology

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

- Media: Use of Media: Use of Events and Stunts

Advertiser: Nissan Motor Co., Ltd.

Title: THE XTREME DELIVERY

Agency: TBWA\HAKUHODO INC.

- Innovation Spike (Equivalent to Gold in the category)

- Innovation: Innovative Technology (Incl. Standalone Solutions Not in Association With a Brand or Creative Campaign)

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

Silver Spikes

- Digital: Craft: User experience

- Digital: Branded Tech: Branded Tech Online (incl. Digital Products, Utilities & Tools)

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

- Media: Use of Media: Use of Events & Stunts

Advertiser: Culture Convenience Club Co., Ltd.

Title: PANICOUPON

Agency: Hakuhodo Inc.

- Design: Visual Language & Graphics: Posters

Advertiser: Suntory Holdings Limited

Title: Hibiki Japanese Harmony

Agency: Hakuhodo Inc.



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- Film Craft: Direction
- Film Craft: Editing

Advertiser: Toyota Motor Corporation

Title: Loving Eyes

Agencies: SIX Inc., Hakuhodo Kettle Inc., Hakuhodo Creative Vox Inc., Hakuhodo Inc.

- Healthcare: Pharma: Education & Services aimed at Non-Healthcare Professionals

Advertiser: Pfizer Japan Inc.

Title: THE PAIN SOUND LAB

Agency: OZMA INC.

Bronze Spikes

- PR: Campaign: Costs/Creative Performance PR Campaign

Advertiser: Keihan Electric Railway Co., Ltd. (Hirakata Park)

Title: HIDE 'N RIDE

Agency: Hakuhodo Inc.

- Outdoor: Ambient: Interactive Outdoor Experiences

Advertiser: Culture Convenience Club Co., Ltd.

Title: PANICOUPON

Agency: Hakuhodo Inc.

- Mobile: Mobile Advertising

Advertiser: Nippon Television Network Corporation

Title: Live Newsflash Banners

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

- PR: Practices & Specialisms: Events & Experiential (Incl. Stunts)

- Media: Use of Media: Use of Ambient Media: Small Scale

- Media: Product/Service: Fast Moving Consumer Goods

Advertiser: HUG Mart

Title: Talkable Vegetables

Agencies: Hakuhodo Inc., Hokkaido Hakuhodo Inc.



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- Film: TV & Cinema Films: Travel, Transport & Tourism, Entertainment & Leisure
Advertiser: Oak Lawn Marketing, Inc.
Title: Wonder Core: Abs Training Just By Falling Over
Agencies: Hakuhodo DY Media Partners Inc., Hakuhodo Inc.
- Design: Packaging Design: Drinks
Advertiser: em-company
Title: Tea Time Stories
Agency: Hakuhodo Inc.
- Promo & Activation: Use of Promo & Activation: Use of Live Shows/Concerts/Festivals
- Healthcare: Education & Services aimed at Non-Healthcare Professionals
- Design: Digital Design
Advertiser: Tsukuba University's Special Needs Schools
Title: Eye Play the Piano
Agency: Hakuhodo Kettle Inc.
- Media: Use of Media: Use of Ambient Media: Small Scale
Advertiser: Keihan Electric Railway Co., Ltd. (Hirakata Park)
Title: HIDE 'N RIDE
Agency: Hakuhodo Inc.
- Promo & Activation: Use of Promo & Activation: Product Launch/Re-Launch or Multi-Product Promotion
- Promo & Activation: Product & Service: Other Consumer Products (Including Durable Goods)
Advertiser: Quicksilver Japan
Title: True Wetsuits
Agency: TBWA\HAKUHODO INC.

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■ About Hakuholdo Inc.

Founded in 1895, Hakuholdo Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuholdo DY Group, the world's eighth largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuholdo has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuholdo 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 Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuholdo 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.hakuholdo.jp



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