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: PANICOUUPON
  Agency: Hakuhodo Inc.

- **Design:** Craft: Illustration
  Advertiser: Suntory Holdings Limited
  Title: Hibiki Japanese Harmony
  Agency: Hakuhodo Inc.
• 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.
- Film Craft: Direction
- Film Craft: Editing
Advertiser: Toyota Motor Corporation
Title: Loving Eyes

- 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
Advertiser: HUG Mart
Title: Talkable Vegetables
Agencies: Hakuhodo Inc., Hokkaido Hakuhodo Inc.
• 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 Hakuhodo Inc.

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

Renowned for its creativity, Hakuhodo 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.hakuhodo.jp