



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group companies awarded 3 Grande Lotuses at ADFEST 2016

Award haul: 3 Grandes, 1 category award, 5 Gold, 19 Silver & 17 Bronze

Tokyo—March 25, 2016—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies have taken the top awards in the Design Lotus, Direct Lotus and Outdoor Lotus categories at ADFEST 2016, held in Pattaya, Thailand from March 16–19. In addition to the three Grande Lotuses, the Group was also awarded the INNOVA Lotus and 41 other Lotuses (5 Gold, 19 Silver, 17 Bronze).

ADFEST is one of the Asia-Pacific region's premier advertising festivals. It drew 3,112 entries from around the Asia-Pacific region this year. Awards were presented in 18 categories.

Awards won

Grand Lotuses

- Design Lotus (Poster)
Advertiser: Suntory Holdings Limited
Title: Hibiki Japanese Harmony
Agency: Hakuhodo Inc.
- Direct Lotus (Field Marketing)
Advertiser: Recruit Sumai Company Ltd.
Title: SUUMO/ Shell We Move?
Agency: Hakuhodo Kettle Inc., Hakuhodo Inc.
- Outdoor Lotus (Ambient: Small Scale)
Advertiser: Recruit Sumai Company Ltd.
Title: SUUMO/ Shell We Move?
Agency: Hakuhodo Kettle Inc., Hakuhodo Inc.

Category award

- INNOVA Lotus
Advertiser: Recruit Sumai Company Ltd.
Title: SUUMO/ Shell We Move?
Agency: Hakuhodo Kettle Inc., Hakuhodo Inc.

Note: The INNOVA Lotus category champions innovative ideas and campaigns.



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Gold Lotuses

- Interactive Lotus (Best Use of a Prototype Technology)

Advertiser: KDDI au Unlimited Future Laboratory

Title: PLAYFUL SOUND SHOES "FUMM"

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

- Media Lotus (Best Use of Ambient: Small Scale)

Advertiser: Recruit Sumai Company Ltd.

Title: SUUMO/ Shell We Move?

Agency: Hakuhodo Kettle Inc., Hakuhodo Inc.

- Media Lotus (Best Use of Technology)

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

- Outdoor Lotus (Guerilla Marketing)

Advertiser: Kagome Co., Ltd.

Title: Wearable Tomato

Agency: Hakuhodo Inc.

- Print Craft Lotus (Best Use of Illustration)

Advertiser: Suntory Holdings Limited

Title: Hibiki Japanese Harmony

Agency: Hakuhodo Inc.

Silver Lotuses

- Direct Lotus (Direct Ambient: Small Scale)
- Direct Lotus (Mobile Marketing)
- Mobile Lotus (Best Use of Mobile in an Integrated Campaign)

Advertiser: Matsumoto Apple Association

Title: DENTAPPLE

Agency: Hakuhodo Kettle Inc., Hakuhodo Inc.

- Direct Lotus (Field Marketing)

Advertiser: Kagome Co., Ltd.

Title: Wearable Tomato

Agency: Hakuhodo Inc.

- Direct Lotus (Field Marketing)

Advertiser: Quicksilver Japan Co., Ltd.

Title: True Wetsuits

Agency: TBWA\HAKUHODO INC.

- Film Craft Lotus (Editing)
- Film Craft Lotus (Original Music Score)

Advertiser: Toyota Motor Corporation

Title: Loving Eyes

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



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- Film Craft Lotus (Sound Design)
Advertiser: Kirin Brewery Co., Ltd.
Title: MUSICAL RECIPE | TEMPURA
Agency: Hakuhodo Inc.
- Film Lotus (Sports, Fashion, Cosmetics & Luxury Goods)
Advertiser: Oak Lawn Marketing, Inc.
Title: JUST BY FALLING DOWN WINTER
Agencies: Hakuhodo DY Media Partners Inc., Hakuhodo Inc.
- Interactive Lotus (Best Use of a Prototype Technology)
- Interactive Lotus (Best Use of Multiple Technologies)
Advertiser: Tsukuba University's Special Needs Schools
Title: Eye Play the Piano
Agency: Hakuhodo Kettle Inc.
- Interactive Lotus (Website: Self-Promotion & Corporate Website)
Advertiser: Hakuhodo Inc., Hakuhodo DY Media Partners Inc.
Title: HAKUHODO DNA (ADMAN DNA)
Agency: Hakuhodo Inc., Hakuhodo DY Media Partners Inc.
- Mobile Lotus (Best Use of Geolocation)
Advertiser: McDonald's Co. (Japan), Ltd.
Title: McNOW
Agency: TBWA\HAKUHODO INC.
- Mobile Lotus (Rich Media Advertising for Mobile Devices)
Advertiser: Nippon Television Network Corporation
Title: Live Newsflash Banners
Agency: Hakuhodo Inc., Hakuhodo DY Media Partners Inc.
- Outdoor Lotus (Beverages)
Advertiser: Suntory Holdings Limited
Title: Hibiki Japanese Harmony
Agency: Hakuhodo Inc.
- Outdoor Lotus (Guerilla Marketing)
Advertiser: Recruit Sumai Company Ltd.
Title: SUUMO/ Shell We Move?
Agency: Hakuhodo Kettle Inc., Hakuhodo Inc.
- Outdoor Lotus (Health & Personal Care)
- Outdoor Lotus (Large/Highway Billboards)
Advertiser: PT Phapros Tbk
Title: ANTIMO/SMOOTH TRAVEL 1
Agency: PT Hakuhodo Indonesia
- Press Lotus (Health & Personal Care)
Advertiser: PT Phapros Tbk
Title: ANTIMO/SMOOTH TRAVEL 1, SMOOTH TRAVEL 3
Agency: PT Hakuhodo Indonesia



Bronze Lotuses

- Design Lotus (Packaging Design)

Advertiser: em-company

Title: Tea Time Stories

Agency: Hakuhodo Inc.

- Design Lotus (Product Design)
- Promo Lotus (Best New Product Launch/Re-launch at Retail)

Advertiser: Quicksilver Japan Co., Ltd.

Title: True Wetsuits

Agency: TBWA\HAKUHODO INC.

- Design Lotus (Product Design)
- Advertiser: Sakawacho, Kochi Prefecture/issue+design
Title: Write More
Agency: Hakuhodo Inc.

- Direct Lotus (Direct Campaign for Retention/Loyalty)
 - Media Lotus (Best Use of Print)
- Advertiser: Shueisha Inc.
Title: Job in the Fantasy
Agency: Hakuhodo Inc.

- Direct Lotus (Film and Infomercials)
 - Promo Lotus (Best Use of TV or Radio)
- Advertiser: The Niigata Nippo
Title: Silent Shout
Agency: Niigata Hakuhodo Inc., Hakuhodo Inc.

- Film Craft Lotus (Animation (In-camera or Digital))
- Advertiser: Otsuka Pharmaceutical Co., Ltd.
Title: Show Them What You've Got
Agency: Hakuhodo Inc.

- Film Lotus (Travel, Tourism & Transport)
- Advertiser: Tiket.com
Title: BENGAL TIGER/SUMO WRESTLER
Agency: PT Hakuhodo Indonesia

- Media Lotus (Best use of Digital)
 - Mobile Lotus (Best Use of Geolocation)
- Advertiser: Nippon Television Network Corporation
Title: Live Newsflash Banners
Agency: Hakuhodo Inc., Hakuhodo DY Media Partners Inc.

- Mobile Lotus (Mobile Applications and Other Downloadable Tools: Fast Move Consumer Goods)
- Advertiser: Matsumoto Apple Association
Title: DENTAPPLE
Agency: Hakuhodo Kettle Inc., Hakuhodo Inc.



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- New Director Lotus (Commissioned Spot)
Advertiser: NTT DOCOMO, INC.
Title: Samurai Smartphone Parade
Agency: Hakuhodo Inc.
- Outdoor Lotus (Health & Personal Care)
- Outdoor Lotus (Large/Highway Billboards)
Advertiser: PT Phapros Tbk
Title: ANTIMO/SMOOTH TRAVEL 3
Agency: PT Hakuhodo Indonesia
- Promo Lotus (Best Use of Other Digital Media)
Advertiser: Tsukuba University's Special Needs Schools
Title: Eye Play the Piano
Agency: Hakuhodo Kettle 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 seventh 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.hakuholdo.jp



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