



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group brings 15 awards home from 2016 One Show 2 Gold, 2 Silver, 1 Bronze and 10 Merit Awards

Tokyo—May 26, 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 won two Gold, two Silver and one Bronze and 10 Merit Awards at 2016 One Show. One of the world's premier advertising festivals, The One Show is held annually in New York by The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

Gold Pencils

- Design (Craft: Typography)
Advertiser: Tsukiji Tama Sushi
Title: Sushi Fonts
Agency: Hakuhodo Inc.
- Design (Craft: Printing & Paper Craft)
Advertiser: Musashino Art University
Title: Open Up Your Imagination
Agency: Hakuhodo Inc.

Silver Pencils

- Design (Consumer: Package Design)
Advertiser: Coca-Cola (Japan) Co., Ltd.
Title: Cola-NOBORI
Agency: Hakuhodo Inc.
- Interactive (Consumer: Websites)
Advertiser: Sagami Rubber Industries
Title: Act of Love
Agencies: Hakuhodo Kettle Inc., White Briefs

Bronze Pencil

- Design (Consumer: Collateral Design)
Advertiser: Comexposium Japan K.K.
Title: Resilient Thinking
Agency: Hakuhodo Inc.



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Merit Awards

- Design (Consumer: Brand Identity)
Advertiser: Art Co., Ltd.
Title: Kinu
Agency: Hakuhodo Inc.
- Print & Outdoor (CSR: Collateral)
Advertiser: Color's Inc.
Title: sangriana DROP
Agency: Hakuhodo Inc.
- Design (Craft: Illustration)
Advertiser: Comexposium Japan KK
Title: ANIMAZING JAPANESE PATTERN
Agency: Hakuhodo Inc.
- Design (Consumer: Broadcast & Moving Image)
Advertiser: Comexposium Japan K.K.
Title: Resilient Thinking
Agency: Hakuhodo Inc.
- Design (Consumer: Package Design)
Advertiser: em-company
Title: Tea Time Stories
Agency: Hakuhodo Inc.
- Design (Innovation: Package Design)
Advertiser: Hagukuminosato
Title: Hiroshima Peace Recycling
Agency: Chugokushikoku Hakuhodo Inc.
- Design (Consumer: Collateral Design: Promotional Items)
- Design (Consumer: Collateral Design: Collateral Design)
- Direct (Consumer: Ambient/Environmental: Ambient/Environmental)
Advertiser: Quiksilver Japan Co., Ltd.
Title: TRUE WETSUITS
Agency: TBWAHAKUHODO INC.
- Design (Consumer: Collateral Design)
Advertiser: Suntory Holdings Limited
Title: Japanese Harmony
Agency: Hakuhodo 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 seventh 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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