



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

tel:03-6441-6161 fax:03-6441-6166

www.hakuhodo.co.jp

Hakuhodo Group awarded 9 Pencils at D&AD Awards 2016 2 Yellow, 1 Graphite and 6 Wood Pencils

Tokyo—June 7, 2016—The Hakuhodo Group has won two Yellow, one Graphite and six Wood Pencils at D&AD Awards.

The D&AD Awards (originally Design & Art Direction) were established in 1962 and are the United Kingdom's premier advertising awards. Prizes were contested in 27 categories this year.

Awards won

Note: The Yellow, Graphite and Wood Pencils are said to represent Gold, Silver and Bronze, in that order.

Yellow Pencils

- Branding (Digital Brand Expression)
Advertiser: Sagami Rubber Industries
Title: Act of Love
Agencies: Hakuhodo Kettle Inc., White Briefs
- Plus one other Yellow Pencil

Graphite Pencil

- Graphic Design (Posters (Graphic Design))
Advertiser: Comexposium Japan KK
Title: Resilient Thinking
Agency: Hakuhodo Inc.

Wood Pencils

- Branded Content & Entertainment (Branded Content & Entertainment: Non-Fiction)
Advertiser: Sagami Rubber Industries
Title: Act of Love
Agencies: Hakuhodo Kettle Inc., White Briefs
- Crafts for Design (Illustration for Design)
- Packaging Design (Luxury Packaging Design)
Advertiser: Coca-Cola (Japan) Co., Ltd.
Title: Cola-NOBORI
Agency: Hakuhodo Inc.
(Two awards)



未来を發明する会社へ。

Inventing the future with
sei-katsu-sha

- Graphic Design (Posters (Graphic Design))

Advertiser: Musashino Art University

Title: Open Up Your Imagination

Agency: Hakuhodo Inc.

- Product Design (Interactive Design for Products)

Advertisers: Sakawacho, Kochi Prefecture and issue+design

Title: Write More

Agency: Hakuhodo Inc.

- Plus one other Wood Pencil

Media contacts:

Corporate Public Relations Division

Chie Nishio: chie.nishio@hakuholdo.co.jp

Kunio Eto: kunio.eto@hakuholdo.co.jp

Tel: +81 3 6441 6161 Fax: +81 3 6441 6166

■ 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.hakuhodo.jp



未来を發明する会社へ。

Inventing the future with
sei-katsu-sha