



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

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Hakuhodo Group companies awarded Grand Prix, 4 Gold, 9 Silver and 5 Bronze at AD STARS 2016 Also win Gold in the New Stars competition

Tokyo—September 5, 2016—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has been awarded the Grand Prix at AD STARS 2016. Held for the 9th time this year from August 25–27, AD STARS is an international advertising festival held in Busan, Korea. TBWA\HAKUHODO also won 4 Gold, 9 Silver, 3 Bronze, while Hakuhodo Indonesia won 2 Bronze, for a total of 19 trophies. Two young creative talents from the Hakuhodo Group also took out the Gold prize at New Stars, a creative competition held during AD STARS for national teams comprised of junior advertising professionals (under 3 years of experience or under 30 year-old).

Awards won

AD STARS 2016

Grand Prix

- Video Stars: Branded Viral Videos
Advertiser: KING RECORDS
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.

Gold

- Interactive: Interactive Craft
- Mobile: Social for mobile
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.
- Interactive: Interactive Craft
- PR: Product & Service
Advertiser: Nissan Motor Co., Ltd.
Title: INTELLIGENT PARKING CHAIR
Agency: TBWA\HAKUHODO INC.



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Silver

- Video Stars: Branded Entertainment Videos
 - Interactive: Product & Service
 - Interactive: Social
 - Mobile: Product & Service
 - Outdoor: Ambient
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.

 - Design: Product & Service
 - Mobile: Craft
Advertiser: KING RECORDS
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.

 - Innovation: Product & Service
 - Interactive: Product & Service
Advertiser: Nissan Motor Co., Ltd.
Title: INTELLIGENT PARKING CHAIR
Agency: TBWA\HAKUHODO INC.
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Bronze

- Interactive: Interactive Craft
Advertiser: KING RECORDS
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.

 - Place: National Brands
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.

 - Print: Product & Service
Advertiser: PT Phapros Tbk
Title: ANTIMO/SMOOTH TRAVEL 1
Agency: PT Hakuhodo Indonesia

 - Print: Print Craft
Advertiser: PT Phapros Tbk
Title: ANTIMO/SMOOTH TRAVEL 1
Agency: PT Hakuhodo Indonesia

 - Promotion: Product & Service
Advertiser: Nissan Motor Co., Ltd.
Title: INTELLIGENT PARKING CHAIR
Agency: TBWA\HAKUHODO INC.
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**New Stars
Gold**

Hyewon Choi (Designer) (TBWA\HAKUHODO INC.)

Naho Momoi (Copy writer) (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 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



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