



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group wins Grand Prix at Spikes Asia 2016, plus 5 Gold, 3 Silver & 12 Bronze Spikes Also places 2nd at Young Spikes

Tokyo—October 4, 2016—The Hakuhodo Group has won the Grand Prix at Spikes Asia 2016 held in Singapore September 21–23. It also netted five Gold Spikes (including two Music Spikes in the Music category) along with three Silver and twelve Bronze Spikes, for a total haul of 21 awards.

In addition, a team from Hakuhodo placed an impressive second at the Young Spikes competition, in which pairs of young creatives from different countries vie against their peers.

Awards won

Grand Prix

- Digital: Cars & Automotive Products & Services
Advertiser: Nissan Motor Co., Ltd.
Title: INTELLIGENT PARKING CHAIR
Agency: TBWA\HAKUHODO INC.

Gold Spikes

- Digital: Branded Tech Offline
Advertiser: Nissan Motor Co., Ltd.
Title: INTELLIGENT PARKING CHAIR
Agency: TBWA\HAKUHODO INC.
- Digital Craft: Curation of Data
Advertiser: McDonald's Japan
Title: McNOW
Agency: TBWA\HAKUHODO INC./Hakuhodo Inc.
- Media: Use of Mobile
Advertiser: Matsumoto Apple Association
Title: DENTAPPLE
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.



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- Music: Use of Social / Digital Platform (The Music Spike is equivalent to gold.)
Advertiser: Mitsubishi Electric Corporation
Title: Crowd-Coordinated Music Video
Agency: Hakuhodo Inc.
- Music: Excellence in Music Video
Advertiser: King Records
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.

Silver Spikes

- Digital: Travel, Leisure, Retail, Restaurants & Fast Food Chains
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.
- Digital Craft: Video / Moving Image
Advertiser: King Records
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.
- Outdoor: Live Advertising & Events
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.

Bronze Spikes

- Digital: Web Service / App
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO
- Direct: Travel, Leisure, Retail, Restaurants & Fast Food Chains
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.
- Direct: Use of Mobile
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.
- Film Craft: Animation
Advertiser: Otsuka Pharmaceutical Co., Ltd.
Title: Show Them What You've Got
Agency: Hakuhodo Inc./CATCH/AOI Pro.
- Film Craft: Achievement in Production
Advertiser: Otsuka Pharmaceutical Co., Ltd.
Title: Show Them What You've Got
Agency: Hakuhodo Inc./CATCH/AOI Pro.



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- Healthcare: Other Products
Advertiser: Matsumoto Apple Association
Title: Dentapple
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Healthcare: OTC Oral Medicines
Advertiser: Phapros
Title: Antimo/Smooth Travel 1 & 2
Agency: Hakuhodo Indonesia
- Mobile: Social For Mobile
Advertiser: Otsuka Pharmaceutical Co., Ltd.
Title: Cheer TV
Agency: Hakuhodo Inc.
- Mobile: Social For Mobile
Advertiser: King Records
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.
- Outdoor: Cosmetics, Toiletries, Healthcare & Pharmacy (Billboards & Street Posters)
Advertiser: Phapros
Title: Antimo/Smooth Travel 1 & 2
Agency: Hakuhodo Indonesia
- Outdoor: Cosmetics, Toiletries, Healthcare & Pharmacy (Indoor Posters)
Advertiser: Phapros
Title: Antimo/Smooth Travel 1 & 2
Agency: Hakuhodo Indonesia
- Outdoor: Live Advertising & Events
Advertiser: Nissan Motor Corporation
Title: The X-Treme Golf Cup
Agency: TBWA\HAKUHODO INC.

Young Spikes Media Competition

2nd: Japan

Yuiko Igawa, Planner, Hakuhodo Inc.

Ayaka Sumiyoshi, Planner, Hakuhodo Inc.



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About Spikes Asia

Spikes Asia, held every September in Singapore, is Asia's largest advertising and communications festival. It was inaugurated in 2009 as a regional version of the Cannes Lions Festival. The 2016 festival attracted 5,132 entries from 23 countries and regions in 20 categories, two of which, Digital Craft and Music, were newly added this year. A platform for the brightest minds in the business to connect and exchange ideas, Spikes Asia ranks alongside the Cannes Lions as a major industry event.

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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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