



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group Wins 1 Gold and 2 Silver Trophies at Clio Awards

Tokyo—October 7, 2016—“Cola-NOBORI,” designed by Hakuhodo Inc., Japan’s second largest advertising company (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), for Coca-Cola (Japan) Company, Limited, has won the gold in the Brand Design category at the 57th Clio Awards. Hakuhodo Group also captured the silver with “Native Mobile Music Video” for King Records and “Act of Love” for Sagami Rubber Industries Co., Ltd. in the Branded Content and Film categories, respectively.

The Clio Awards, founded in 1959 and held in New York, rank alongside the Cannes Lions International Festival of Creativity as one of the world’s most prestigious advertising awards competitions.

Awards won

Gold

- Brand Design: Packaging
Advertiser: Coca-Cola (Japan) Company, Limited
Title: Cola-NOBORI
Agency: Hakuhodo Inc.

Silver

- Branded Content: Digital/Mobile
Advertiser: KING RECORDS
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.
- Film: Short form (between 1 and 5 minutes)
Advertiser: Sagami Rubber Industries Co., Ltd.
Title: Act of Love
Agency: Hakuhodo Kettle Inc., White Brief, PROJECTOR



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■ About Hakuodo Inc.

Founded in 1895, Hakuodo Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuodo DY Group, the world's seventh largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuodo has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuodo 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 Hakuodo'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. Hakuodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuodo 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.hakuodo.jp



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