



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group bags a Grande Lotus at ADFEST 2017 Overall haul: 1 Grande, 7 Gold, 12 Silver and 11 Gold Lotuses

Tokyo—March 29, 2016—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, is pleased to announce that work produced by the Hakuhodo Group has won the Outdoor Lotus Grande Lotus and a total of 31 Lotuses (7 Gold, 12 Silver, 11 Bronze) at ADFEST 2017 held March 22–25 in Pattaya, Thailand.

In addition, a Hakuhodo team representing Japan was named the winner of the Young Lotus competition, which pits national teams of two young creators aged 28 and under against each other.

ADFEST, one of the Asia-Pacific region's premier advertising festivals, drew more than 3,000 entries from across the region this year. Awards were presented in 18 categories.



Hakuhodo's Young Lotus team (Sayo Noda (left) and Shun Akeda) being crowned winner



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Awards won

Grande Lotus

- Outdoor Lotus: Ambient: Large Scale
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.

Gold Lotuses

- Branded Content & Entertainment: Best Use of Interactive & Social Media
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO INC.
- Branded Content & Entertainment: Best Use of Interactive & Social Media
Advertiser: King Record Co., Ltd.
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.
- Film Craft: Production Design
Advertiser: Tacti Corporation
Title: Hot Drive
Agency: Hakuhodo Kettle Inc.
- Film: Viral Film
Advertiser: King Record Co., Ltd.
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.
- Mobile: Video, Viral VDO & Interactive VDO
Advertiser: King Record Co., Ltd.
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO INC.
- Print Craft: Computer Generated Imagery (CGI)
Advertiser: PT Kimia Farma TBK
Title: Liquid Navy Seals
Agency: PT Hakuhodo Indonesia
- Print craft: Best Use of Computer Generated Imagery (CGI)
Advertiser: PT Kimia Farma TBK
Title: Liquid Navy Seals
Agency: PT Hakuhodo Indonesia

Silver Lotuses

- Design: Motion & Digital Design
Advertiser: Tiffany & Co.
Title: Hand Meets Hand
Agency: Hakuhodo Inc.



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- Direct: Best Use of Social Media
 Advertiser: River Cleaning Activation
 Title: Pintrash
 Agency: PT Hakuhodo Indonesia
- Film Craft: Cinematography
 Advertiser: SC Asset Corporation PLC
 Title: The Curator
 Agency: Spa-Hakuhodo Co., Ltd.
- Film Craft: Animation (In-Camera or Digital)
 Advertiser: Nissin Foods Holdings Co., Ltd.
 Title: SAMURAI NOODLES
 Agencies: SAMURAI Co., Ltd. / HAKUHODO THE DAY INC. / tha ltd.
- Film Craft: Costume Design
 Advertiser: BEAMS Co., Ltd.
 Title: TOKYO CULTURE STORY
 Agencies: SIX Inc. / Cosmo Communications Inc.
- Film Craft: Best Use of Music Track
 Advertiser: BEAMS Co., Ltd.
 Title: TOKYO CULTURE STORY
 Agencies: SIX Inc. / Cosmo Communications Inc.
- Film: Internet Film: Electronics, Household Products, Home Appliances & Furnishings
 Advertiser: Sony Interactive Entertainment LLC
 Title: A New Price for the PS4
 Agency: Hakuhodo Inc.
- Interactive: Best Use of a Prototype Technology
 Advertiser: SoftBank Corp.
 Title: Personal Innovation Act
 Agencies: SIX Inc., Hakuhodo Inc.
- Mobile: Mobile Utility
 Advertiser: Yahoo Japan Corporation
 Title: Smart Stretch 360
 Agency: Hakuhodo Kettle Inc.
- Print Craft: Art Direction
 Advertiser: PT Kimia Farma TBK
 Title: Liquid Navy Seals
 Agency: PT Hakuhodo Indonesia
- Promo: Best Use of Social Media
 Advertiser: River Cleaning Activation
 Title: Pintrash
 Agency: PT Hakuhodo Indonesia
- Promo: Best Use of Technology
 Advertiser: Nissan Motor Co., Ltd.
 Title: Intelligent Parking Chair
 Agency: TBWA\HAKUHODO INC.



Bronze Lotuses

- Direct: Low Budget Mailer
Advertiser: PT Sampo Insurance Indonesia
Title: Prayer for Good
Agency: PT Hakuhodo Indonesia
- Film Craft: Sound Design
Advertiser: W. L. Gore & Associates, Co., Ltd.
Title: Crossover Beats
Agency: Hakuhodo Inc.
- Film: Internet Film: Retail, Travel, Leisure & Communication Media
Advertiser: Mitsubishi Estate Co., Ltd.
Title: Snow Monkey Goes to Tokyo
Agency: Hakuhodo Inc.
- Interactive: Digital Integrated Campaign: Durable Consumer Goods
Advertiser: Tiffany & Co.
Title: Hand Meets Hand
Agency: Hakuhodo Inc.
- Media: Best Use of Branded Entertainment & Content: Digital & Social Media
Advertiser: Häagen-Dazs Japan, Inc.
Title: Häagen Heart Hunting
Agency: TBWA\HAKUHODO INC.
- Mobile: Use of Data for Mobile
Advertiser: Zaim Inc.
Title: Delicious Trend Mapping
Agency: Hakuhodo Inc.
- Outdoor: Large/Highway Billboards
Advertiser: PT United Family Food
Title: Sour-Faced Man
Agency: PT Hakuhodo Indonesia
- Outdoor: Food
Advertiser: PT United Family Food
Title: Sour-Faced Man
Agency: PT Hakuhodo Indonesia
- Print Craft: Computer Generated Imagery (CGI)
Advertiser: Kompas
Title: Luggage Man
Agency: PT Hakuhodo Indonesia
- Print Craft: Best Use of Computer Generated Imagery (CGI)
Advertiser: Kompas
Title: Luggage Man
Agency: PT Hakuhodo Indonesia



- Promo: Ambient Promotion: Small Scale
Advertiser: PT Sampo Insurance Indonesia
Title: Prayer for Good
Agency: PT HakuHodo Indonesia

Young Lotus

- Winner: Japan
Shun Akeda, Copywriter, Integrated Planning & Creative Div., HakuHodo Inc.
Sayo Noda, Designer, Creative Div. 1, HakuHodo Inc.

Young Lotus was held for the 13th time this year, with a field of 15 national teams. Representing Japan, the HakuHodo team beat rival finalists from Hong Kong, Korea, India and Singapore to win the judges' vote and the popular vote.

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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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