



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group companies win Gold, Silver and an ADC Tomorrow Award at ADC Festival of Art + Craft in Advertising and Design

Tokyo—May 15, 2015—Hakuhodo Group companies have won Gold, Silver and an ADC Tomorrow Award at the ADC Festival of Art + Craft in Advertising and Design in New York.

The ADC Annual Awards judge advertising and design by the same exacting standards as fine art. Presented by the Art Directors Club (ADC), which was founded in 1920 in New York, USA, they are the oldest awards for advertising in the world. This year, awards were presented in six categories: Design, Illustration, Photography, Advertising, Digital and Motion.

ADC introduced the ADC Tomorrow Awards in 2010 to celebrate creativity that pushes the boundaries of technological innovation.

Awards won

ADC Annual Awards

- **Gold**

Design

Advertiser: Suntory Holdings Limited

Title: HIBIKI HARMONY BAR with HIBIKI Glass

Agency: Hakuhodo Kettle Inc.

- **Silver**

Design

Advertiser: Tokyo Copywriters Club

Title: TCC Awards 2014

Agency: Hakuhodo Inc.

ADC Tomorrow Award

Advertiser: Suntory Holdings Limited

Title: HIBIKI HARMONY BAR with HIBIKI Glass

Agency: Hakuhodo Kettle Inc.

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未来を發明する会社へ。

Inventing the future with
sei-katsu-sha

■ About Hakuhold Inc.

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

Renowned for its creativity, Hakuhold 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.hakuhold.jp



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