



News

博報堂 広報室

HAKUHODO

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Hakuhodo DY Group wins 12 Lions at Cannes Lions 2015

1 Gold, 6 Silver and 5 Bronze

Tokyo—July 7, 2015—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, is pleased to announce that Hakuhodo DY Group companies won 12 Lions (1 Gold, 6 Silver and 5 Bronze) at Cannes Lions 2015, held in Cannes, France from June 21–27.

One of the world's premier celebrations of advertising and creativity, Cannes Lions comprises three Festivals: (1) Cannes Lions International Festival of Creativity, which was held for the 62nd time in 2015, (2) Lions Health, which was introduced in 2014 as a global creative festival for the healthcare communications industry, and (3) Lions Innovation, which was launched this year as "a festival within the Festival" to celebrate innovative ideas and solutions that combine data, technology and creative. The three Cannes Lions Festivals together attracted a record 40,133 entries from around the world in 2015.

The award-winning works are as follows.

Cannes Lions International Festival of Creativity

Gold

- PR: Luxury Goods, Fashion & Beauty
Advertiser: Quicksilver Japan
Title: True Wetsuits
Agency: TBWA \HAKUHODO INC.

Silver

- PR: Practices & Specialisms: Launch or Relaunch
- Design: Visual Language & Graphics: Promotional Item Design
Advertiser: Quicksilver Japan Co., Ltd.
Title: True Wetsuits
Agency: TBWA \HAKUHODO INC.
(Two awards)
- Design: Design Crafts: Photography
Advertiser: Azuma Makoto Kaju Kenkyusho (AMKK)
Title: EXOBIOTANICA
Agency: SIX Inc.
- Design: Visual Language & Graphics: Posters
Advertiser: Suntory Holdings Limited
Title: Hibiki Japanese Harmony
Agency: Hakuhodo Inc.



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- Branded Content & Entertainment: Branded Entertainment: Fiction: Online (15 Minutes or Under in Length)

Advertiser: Suntory Beverage & Food Ltd.

Title: Ninja High School Girl

Agencies: Hakuhodo Inc., Hakuhodo Kettle Inc., Hakuhodo DY Media Partners Inc.

Bronze

- Cyber: Branded Tech: Tangible Tech (Incl. Digital Products, Utilities & Tools)

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

- PR: Sectors: Luxury Goods, Fashion & Beauty

- PR: Practices & Specialisms: Research, Data Analytics & Insight Generation

Advertiser: Pola Inc.

Title: Call Her Name / B.A Red

Agency: Hakuhodo Inc.

(2 awards)

Lions Health

Bronze

- Health & Wellness: A: Consumer Products: Other Products

Advertiser: Kagome Cop., Ltd.

Title: Wearable Tomato

Agency: Hakuhodo Inc.

- Pharma: B: Communications to Non-Healthcare Professionals: Education & Services

Advertiser: Tsukuba University's Special Needs Schools

Title: Eye Play the Piano

Agency: Hakuhodo Kettle Inc.

Lions Innovation

Silver

- Creative Data: Data Technology Enhanced Creative (Including Models/Tools/Platforms)

Advertiser: Mercedes-Benz Japan Co., Ltd.

Title: Crossword Targeting

Agencies: Hakuhodo Inc., Hakuhodo DY Media Partners Inc.

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■ 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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