



博報堂 広報室
HAKUHODO

Corporate Public Relations Division

tel:03-6441-6161 fax:03-6441-6166

www.hakuhodo.co.jp

**Hakuhodo Group companies win Grand Prix, 9 Gold, 16 Silver and 12 Bronze
at AD STARS 2017
Hakuhodo also recognized in special 10th anniversary
Top Innovative Awards**

Tokyo—September 1, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is delighted to announce that its Gravity Cat work for Sony Interactive Entertainment Inc. has won the Film Grand Prix at AD STARS 2017. The 10th annual AD STARS festival was held in Busan, Korea from August 24–27.

The Hakuhodo Group won a total of 38 awards, including 9 Gold, 16 Silver and 12 Bronze.

In the Top Innovative Awards, given this year to commemorate the 10th anniversary of AD STARS, Hakuhodo was also selected as the winning agency for Japan in the Top Innovative Agency, Creative category.

In addition, at New Stars, a creative competition held during AD STARS for national teams comprised of creators aged 30 and under, a team led by the Hakuhodo Group's Gentaro Yajima took out the Bronze prize.

Awards won

- **AD STARS 2017**

Grand prix

Film: Product & Service

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

- **Top Innovative Awards**

Top Innovative Agency, Creative

Winning agency for Japan: Hakuhodo Inc.

Note: Special awards to commemorate the 10th anniversary of AD STARS, the Top Innovative Awards were presented to innovative creative companies participating in AD STARS from Japan, Korea and China.



未来を發明する会社へ。

Inventing the future with
sei-katsu-sha

New Stars

Bronze

Copywriter: Gentaro Yajima (Hakuhodo)

Strategy Planner: Nahoko Wakida (McCann Erickson)

Media contacts:

Corporate Public Relations Division

Kunio Eto: kunio.eto@hakuhodo.co.jp

Satoshi Ookubo: satoshi.ookubo@hakuhodo.co.jp

Tel: +81 3 6441 6161 Fax: +81 3 6441 6166

■ 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 eleventh largest agency company according to *Advertising Age's* "Agency Report 2017." Hakuhodo has offices in 18 countries and regions, and over 3,000 employees working in Japan and over 2,800 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-global.com



未来を發明する会社へ。
Inventing the future with
sei-katsu-sha