



# News

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 wins Grand Prix at Spikes Asia 2017 Also nets 3 Gold, 13 Silver, 12 Bronze**

### **And Gold in the Young Spikes Competitions**

Tokyo—October 5, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is delighted to announce that the Hakuhodo Group has won a Grand Prix at Spikes Asia 2017 in Singapore (September 27–29). The Group also picked up 3 Gold, 13 Silver and 12 Bronze awards.

In addition, Hakuhodo teams representing Japan were active in the Young Spikes Competition, which pits national teams of two against each other, with a Hakuhodo team picking up Gold for Japan.

Awards won

#### **Grand Prix**

- Entertainment  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.

#### **Gold Spikes**

- Film: Media & Publications  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.
- Film Craft: Achievement in Production  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.
- Film Craft: Use of Licensed or Adapted Music  
Advertiser: BEAMS Co., Ltd.  
Title: TOKYO CULTURE STORY  
Agencies: SIX Inc., Hakuhodo Inc., Cosmo Communications Inc.



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## Silver Spikes

- Digital: Brand / Product Video  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.
- Digital: Spatial Tech  
Advertiser: Tiffany & Co.  
Title: Hand Meets Hand  
Agencies: Hakuhodo Inc., Hakuhodo DY Media Partners Inc., WHITE Inc.
- Digital Craft: Curation of Data  
Advertiser: adidas Japan KK  
Title: Green Light Run  
Agency: TBWA\HAKUHODO Inc.
- Film: Corporate Image & Sponsorship  
Advertiser: U-CAN, Inc.  
Title: One Month "Daddy and Son-Days Without Mommy"  
Agencies: Hakuhodo Product's Inc.
- Film: Cars & Automotive Products & Services  
Advertiser: Nissan Motor Co., Ltd.  
Title: The Professional of Japan  
Agency: TBWA\HAKUHODO Inc.
- Film Craft: Visual Effects  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.
- Film Craft: Editing  
Advertiser: AIG Japan Holdings K.K.  
Title: #TackleTheRisk  
Agencies: Cutters Tokyo, TBWA\HAKUHODO Inc.
- Outdoor: Live Advertising & Events  
Advertiser: adidas Japan KK  
Title: Green Light Run  
Agency: TBWA\HAKUHODO Inc.
- PR: Business Citizenship / Corporate Responsibility & Environmental  
Advertiser: Yahoo Japan Corporation  
Title: It Was This High  
Agencies: Hakuhodo Kettle Inc., Hakuhodo Inc.
- Print & Outdoor Craft: Illustration  
Advertiser: PT United Family Food  
Title: Sour-Faced Man  
Agency: PT Hakuhodo Indonesia



- Print & Outdoor Craft: Illustration  
Advertiser: PT United Family Food  
Title: Sour-Faced Woman  
Agency: PT Hakuhodo Indonesia

- Print & Publishing: Food  
Advertiser: PT United Family Food

Title: Sour-Faced Man  
Agency: PT Hakuhodo Indonesia

- Print & Publishing: Food  
Advertiser: PT United Family Food  
Title: Sour-Faced Woman  
Agency: PT Hakuhodo Indonesia

## **Bronze Spikes**

- Design: Motion Graphics Design & Animation  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.

- Design: Promotional Item Design  
Advertiser: NTT DOCOMO, Inc.  
Title: Voice Chocolate  
Agency: Hakuhodo Inc.

- Design: Consumer Products  
Advertiser: TESS Co., Ltd.  
Title: COGY WHEELCHAIR  
Agencies: TBWA\HAKUHODO Inc., TESS, Tohoku University

- Design: Innovation & Solution  
Advertiser: TESS Co., Ltd.  
Title: COGY WHEELCHAIR  
Agencies: TBWA\HAKUHODO Inc., TESS, Tohoku University

- Digital Craft: Video / Moving Image  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.

- Digital: Social Video  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.

- Digital: Tangible Tech  
Advertiser: SoftBank Corp.  
Title: Personal Innovation Act  
Agencies: SIX Inc., Hakuhodo Inc.



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- Film Craft: Production Design / Art Direction  
Advertiser: Sony Interactive Entertainment Inc.  
Title: Gravity Cat  
Agency: Hakuhodo Inc.

- Music: Music Live Experience  
Advertiser: A-Sketch  
Title: LIVE JACKET  
Agencies: Hakuhodo Inc., GO Inc.

- Outdoor: Food  
Advertiser: PT United Family Food  
Title: Sour-Faced Man  
Agency: PT Hakuhodo Indonesia

- Outdoor: Food  
Advertiser: PT United Family Food  
Title: Sour-Faced Woman  
Agency: PT Hakuhodo Indonesia

- Promo & Activation: Guerrilla Marketing & Stunts  
Advertiser: adidas Japan KK  
Title: Green Light Run  
Agency: TBWA\HAKUHODO Inc.

### **Young Spikes PR Competition**

- Winner: Japan  
Taro Taniwaki, Activation Planner\*, Hakuhodo Inc.  
Takumi Sekiya, Activation Planner\*, Hakuhodo Inc.

\* Title at time of award win

Media contacts:

Corporate Public Relations Division

Kunio Eto: [kunio.eto@hakuodo.co.jp](mailto:kunio.eto@hakuodo.co.jp)

Satoshi Ookubo: [satoshi.ookubo@hakuodo.co.jp](mailto:satoshi.ookubo@hakuodo.co.jp)

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



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■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world's 6th largest advertising agency 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: <https://www.hakuhodo-global.com/>



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