



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

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Hakuhodo wins a Clio Grand and 2 Gold at the 2017 Clio Entertainment Awards

Tokyo—November 10, 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. was awarded a Clio Grand at the 2017 Clio Entertainment Awards on November 2 in the United States.

Gravity Cat also won Gold in two other categories.

Awards won

Grand Clio

- Games: Original Content: Branded Entertainment and Content

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Gold

- Games: Audio/Visual: Live Action Trailer

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

- Games: Audio/Visual Technique: Other

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

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未来を發明する会社へ。

Inventing the future with
sei-katsu-sha

■ About Hakuhodo

Founded in 1895, Hakuhodo 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."

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. 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



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