



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 20 awards at London International Awards 2017

Tokyo—November 17, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that the Hakuhodo Group has won 20 awards, including Gold (5 Gold, 9 Silver, 6 Bronze), at the 2017 London International Advertising Awards. The annual competition, also known as LIA, was held for the 32nd time this year.

Awards won

Gold

- Ambient: Apparel

Advertiser: adidas Japan KK

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

- Design: Art Direction Campaign

Advertiser: Suntory Holdings Limited

Title: MAKER'S MARK / "DISPLAY MOVIE - SPHERE," "LIGHTING SHEET POSTER - SPHERE," "DISPLAY MOVIE - FLAME," "LIGHTING SHEET POSTER - FLAME," "DISPLAY MOVIE - LINE," "LIGHTING SHEET POSTER - LINE"

Agencies: SIX Inc., Hakuhodo Inc.

- Design: Motion Graphics - Animation Campaign

Advertiser: Suntory Holdings Limited

Title: MAKER'S MARK / "DISPLAY MOVIE - SPHERE," "LIGHTING SHEET POSTER - SPHERE," "DISPLAY MOVIE - FLAME," "LIGHTING SHEET POSTER - FLAME," "DISPLAY MOVIE - LINE," "LIGHTING SHEET POSTER - LINE"

Agencies: SIX Inc., Hakuhodo Inc.



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- Design: Poster Campaign

Advertiser: Suntory Holdings Limited

Title: MAKER'S MARK / "DISPLAY MOVIE - SPHERE," "LIGHTING SHEET POSTER - SPHERE," "DISPLAY MOVIE - FLAME," "LIGHTING SHEET POSTER - FLAME," "DISPLAY MOVIE - LINE," "LIGHTING SHEET POSTER - LINE"

Agencies: SIX Inc., Hakuhodo Inc.

- Production & Post-Production: Production Design

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Silver

- Branded Entertainment: Music Videos

Advertiser: BEAMS Co., Ltd.

Title: TOKYO CULTURE STORY

Agencies: SIX Inc., Hakuhodo Inc., Cosmo Communications Inc.

- Design: Art Direction Campaign

Advertiser: Takashima Co., Ltd.

Title: "KIMONO WEARING THE RAIN," "KIRISAME," "SHINOTSUKUAME," "MURASAME"

Agency: TBWA\HAKUHODO Inc.

- Digital: Weird Wonderful Work

Advertiser: adidas Japan KK

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

- Health & Wellness: Innovation

Advertiser: TESS Co., Ltd.

Title: COGY WHEELCHAIR

Agency: TBWA\HAKUHODO Inc.



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- Non-Traditional: Live Events - Beyond Advertising

Advertiser: adidas Japan KK

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

- Production & Post-Production: Direction

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

- Production & Post-Production: Visual Effects

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

- TV/Cinema/Online Film: Branded Content

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

- TV/Cinema/Online Film: Recreational

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Bronze

- Billboard: Use of Copywriting

Advertiser: Yahoo! Japan Corporation

Title: It Was This High

Agencies: Hakuhodo Kettle, Hakuhodo Inc.

- Design: Art Direction Campaign

Advertiser: Kappa Create Co., Ltd.

Title: "PRESENTATION BOARD," "GRAPHIC," "STORE," "UNIFORM," "OVERALL"

Agency: Hakuhodo Inc.



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- Digital: Innovative Use of Digital

Advertiser: adidas Japan KK

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

- Digital: Personal Items/Gift Items

Advertiser: NTT Docomo, Inc.

Title: VOICE CHOCOLATE

Agency: Hakuhodo Inc.

- Health & Wellness: Devices and Diagnostics

Advertiser: TESS Co., Ltd.

Title: COGY WHEELCHAIR

Agency: TBWA\HAKUHODO Inc.

- The NEW: Creative Use of Data

Advertiser: adidas Japan KK

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

About the London International Awards

The London International Awards are international awards for creativity established in 1986. Previously known as the London International Advertising Awards, the word “Advertising” was removed from the competition’s name in 2004.

Today, LIA recognizes work in 19 categories: Ambient, Billboard, Branded Entertainment, Design, Digital, Health & Pharma, Integration, Music & Sound, Music Video, Non-Traditional, Package Design, Poster, Print, Production & Post-Production, Radio & Audio, Social Influencers, The NEW, TV/Cinema/Online Film and Verbal Identity.

Media contacts:

Corporate Public Relations Division

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

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

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



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■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuholdo DY Group, Hakuholdo is the world's 6th largest advertising agency according to *Advertising Age's* "Agency Report 2017."

The Hakuholdo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuholdo 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 Hakuholdo'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. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuholdo 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.hakuholdo-global.com



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