



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 awarded 5 Grande Lotuses at ADFEST 2018 TBWA\HAKUHODO named Agency of the Year

Tokyo—March 27, 2018—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that Gravity Cat, the work produced by Hakuhodo (Advertiser: Sony Interactive Entertainment Inc.) has won the Grande Lotuses (equivalent to Grand Prix) in the Branded Content Lotus and Film Craft Lotus categories. TBWA\HAKUHODO, a member of the Hakuhodo Group, also picked up the Grande Lotuses in the Design Lotus and Innova Lotus categories for COGY (Advertiser: TESS Co., Ltd.), and the Outdoor Lotus Grande Lotus for Green Light Run (Advertiser: adidas Japan K.K.). The Group has been awarded a total of 43 medals (5 Grande Lotus, 1 Innova Lotus (equivalent to Gold), 4 Branded Content Lotus (equivalent to Gold), 9 Gold, 14 Silver, and 10 Bronze).

In addition, TBWA\HAKUHODO was named Agency of the Year in the Special Awards category.

ADFEST is one of the Asia-Pacific region's premier advertising festivals. This year it drew 2,823 entries from around the Asia-Pacific region and awards were presented in 18 categories.



Hakuhodo's team won the Grande Lotus for Gravity Cat (Advertiser: Sony Interactive Entertainment Inc.) (From left to right: Kiyomi Wada, Takashi Aso (Tohokushinsha Film Corporation), Yuki Yokoi, Yusuke Amagai, Yuta Okuyama)



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Awards won

Grande Lotuses

Branded Content: Best Use of Fiction Film

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Design: Product Design: Consumer Products

Advertiser: TESS Co., Ltd.

Title: COGY Wheelchair

Agency: TBWA\HAKUHODO Inc.

Film Craft: Directing

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Innova: Innovation in Technology

Advertiser: TESS Co., Ltd.

Title: COGY Wheelchair

Agency: TBWA\HAKUHODO Inc.

Outdoor: Ambient: Large Scale

Advertiser: adidas Japan K.K.

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Branded Content Lotuses *Equivalent to Gold

Branded Content: Best Use of Fiction Film

Advertiser: AIG Japan Holdings

Title: #TackleTheRisk

Agency: TBWA\HAKUHODO Inc.



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Branded Content: Best Use of Sports

Advertiser: AIG Japan Holdings

Title: #TackleTheRisk

Agency: TBWA\HAKUHODO Inc.

Branded Content: Best Use of Experiential

Advertiser: adidas Japan K.K.

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Branded Content: Best Use of Sports

Advertiser: adidas Japan K.K.

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Innova Lotuses *Equivalent to Gold

Innova: Innovation in Technology

Advertiser: adidas Japan K.K.

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Gold Lotuses

Film Craft: Special Effects: Digital Visual Effects

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Film Craft: Production Design

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Film Craft: Cinematography

Advertiser: Suntory Beverage & Food Limited

Title: The next stage of Iyemon

Agency: Hakuhodo Inc. / HAKUHODO DESIGN INC. / TSUKURITE INC. / POOL inc.



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Film: Internet Film: Electronics, Household Products, Home Appliances & Furnishings
Advertiser: Sony Interactive Entertainment Inc.
Title: Gravity Cat
Agency: Hakuhodo Inc.

Film: Internet Film: Finance, Commercial Public Services, Business Products & Services
Advertiser: Double A PLC
Title: Obsessions for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Media: Best Use of Events
Advertiser: mixi, Inc.
Title: The Zodiac Re-race
Agency: Hakuhodo Inc. / Hakuhodo Kettle Inc.

Media: Best Use of Branded Entertainment & Content: Program & Platform
Advertiser: mixi, Inc.
Title: The Zodiac Re-race
Agency: Hakuhodo Inc. / Hakuhodo Kettle Inc.

Press: Public Services & Cause Appeals
Advertiser: Greenpeace
Title: Drought
Agency: Hakuhodo Malaysia Sdn. Bhd.

Print Craft: Best Use of Computer Generated Imagery (CGI)
Advertiser: Greenpeace
Title: Drought
Agency: Hakuhodo Malaysia Sdn. Bhd.

Silver Lotuses

Design: Brand Collateral
Advertiser: NTT DOCOMO, INC.
Title: Voice Chocolate
Agency: Hakuhodo Inc.



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Direct: Best Use of Direct Ambient: Large Scale

Advertiser: Sleepdays Inc.

Title: Hotel Highway

Agency: Hakuhodo Kettle Inc.

Direct: Field Marketing

Advertiser: Sleepdays Inc.

Title: Hotel Highway

Agency: Hakuhodo Kettle Inc.

Film Craft: Editing

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Film Craft: Cinematography

Advertiser: Sony Interactive Entertainment Inc.

Title: Gravity Cat

Agency: Hakuhodo Inc.

Film Craft: Special Effects: In-camera

Advertiser: Double A PLC

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Film: Internet Film: Cars, Other Vehicles, Accessories, & Auto Services

Advertiser: NISSAN MOTOR CO., LTD.

Title: The Professional of Japan

Agency: TBWA\HAKUHODO Inc.

Interactive: Digital Integrated Campaign: Cars, Other Vehicle, Accessories & Auto Services

Advertiser: Mitsubishi Motors Corporation

Title: Unkai Navi

Agency: Hakuhodo Inc. / Hakuhodo i-studio Inc.



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Interactive: Viral VDO
Advertiser: Double A PLC
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Media: Best Use of Ambient: Large Scale
Advertiser: Sleepdays Inc.
Title: Hotel Highway
Agency: Hakuhodo Kettle Inc.
Outdoor: Guerilla Marketing
Advertiser: KAIHARA Co., Ltd.
Title: Cruising Jeans
Agency: Hakuhodo Inc. / Hakuhodo DY Media Partners Inc. / Chugokushikoku Hakuhodo Inc.

Outdoor: Guerilla Marketing
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.

Print Craft: Computer Generated Imagery (CGI)
Advertiser: International Day of Peace Campaign
Title: Scars of Misery—Old Man
Agency: PT Hakuhodo Indonesia

Promo: Ambient Promotion: Large Scale
Advertiser: Sleepdays Inc.
Title: Hotel Highway
Agency: Hakuhodo Kettle Inc.

Bronze Lotuses

Design: Product Design: Consumer Products
Advertiser: NTT DOCOMO, INC.
Title: Voice Chocolate
Agency: Hakuhodo Inc.



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Design: Corporate Identity
Advertiser: KAPPA CREATE CO., LTD.
Title: Kappa Sushi Re-branding
Agency: Hakuhodo Inc.

Design: Exhibitions, Events & Public Environment
Advertiser: Sleepdays Inc.
Title: Hotel Highway
Agency: Hakuhodo Kettle Inc.

Design: Exhibitions, Events & Public Environment
Advertiser: Yahoo Japan Corporation
Title: It Was This High
Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

Direct: Best Use of Technology
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.

Direct: Best Use of Social Media
Advertiser: Domestic Violence
Title: Hidden Violence Photo
Agency: PT Hakuhodo Indonesia

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

Interactive: Best Use of a Prototype Technology
Advertiser: Hakuhodo Inc.
Title: ELI / Wearable English Teacher
Agency: Hakuhodo Inc. / TBWA\HAKUHODO Inc.



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Outdoor: Public Services & Cause Appeals

Advertiser: Greenpeace

Title: Drought

Agency: Hakuhodo Malaysia Sdn. Bhd.

Print Craft: Best Use of Computer Generated Imagery (CGI)

Advertiser: International Day of Peace Campaign

Title: Scars of Misery—Old Man

Agency: PT Hakuhodo Indonesia

Media contacts:

Corporate Public Relations Division

koho.mail@hakuodo.co.jp

■ 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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