



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group collects 1 First, 2 Second and 3 Third Prizes at New York Festivals 2018

Tokyo—May 30, 2018—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that Obsession for Smoothness (Advertiser: Double A) produced by the Hakuhodo Group companies SIX Inc. and Spa-Hakuhodo Co., Ltd. has been awarded 1 First Prize, 2 Second Prizes and 3 Third Prizes at New York Festivals 2018.

Established in 1957, The New York Festivals family of awards has a long history. In collaboration with the United Nations, New York Festivals has also established the United Nations Department of Public Information (UNDPI) Award to honor advertising that best exemplifies the aims and ideals of the United Nations each year.

Awards won

1st Prize

Film - Cinema / Online / TV: Business Equipment & Services

Advertiser: Double A

Title: Obsession for Smoothness

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

2nd Prizes

Branded Entertainment - Craft: Best Production Value

Advertiser: Double A

Title: Obsession for Smoothness

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

Branded Entertainment - Products & Services: Business Equipment & Services

Advertiser: Double A

Title: Obsession for Smoothness

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

3rd Prizes

Digital (Cyber) Communications - Viral: Video

Advertiser: Double A

Title: Obsession for Smoothness

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

Film - Craft: Art Direction

Advertiser: Double A

Title: Obsession for Smoothness

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

Film - Craft: Best Production Value

Advertiser: Double A

Title: Obsession for Smoothness

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

■ 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 2018."

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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