



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group awarded Best in Innovation, Best in Product Design, 3 Gold, and 3 Silver at ADC 97th Annual Awards

Tokyo—June 12, 2018—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies have won Best in Innovation, Best in Product Design, 3 Gold, and 3 Silver at ADC 97th Annual Awards.

Presented by the Art Directors Club, which was founded in New York, USA, in 1920, the ADC Annual Awards judge advertising and design by the same standards as fine art. They are the world's longest-running awards for advertising.

Awards won

Best in Innovation

Innovation: Product
Advertiser: TESS Co., Ltd.
Title: COGY Wheelchair
Agency: TBWA\HAKUHODO Inc.

Best in Product Design

Product Design: Wildcard
Advertiser: TESS Co., Ltd.
Title: COGY Wheelchair
Agency: TBWA\HAKUHODO Inc.

Gold

Innovation: Product
Advertiser: TESS Co., Ltd.
Title: COGY Wheelchair
Agency: TBWA\HAKUHODO Inc.

Product Design: Wildcard
Advertiser: TESS Co., Ltd.
Title: COGY Wheelchair
Agency: TBWA\HAKUHODO Inc.

Digital Experiences: Responsive Environments
Advertiser: adidas Japan
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.

Silver

Craft in Video: Direction
Advertiser: Double A
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Craft in Video: Special Effects
Advertiser: Double A
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Design for Good: Product
Advertiser: TESS Co., Ltd.
Title: COGY Wheelchair
Agency: TBWA\HAKUHODO Inc.

■ 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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