



# News

博報堂 広報室

**HAKUHODO**

Corporate Public Relations Division

tel:03-6441-6161 fax:03-6441-6166

[www.hakuhodo.co.jp](http://www.hakuhodo.co.jp)

## **Hakuhodo Group wins Best in Responsive Environments, 1 Gold, 5 Silver, and 3 Bronze at The One Show**

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 has won Best in Responsive Environments, 1 Gold, 5 Silver, and 3 Bronze at The One Show.

One of the world's premier advertising awards, The One Show is held annually in New York by The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

### **Best in Responsive Environments**

Responsive Environments: Innovation in Responsive Environments

Advertiser: adidas Japan

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

### **Gold**

Responsive Environments: Innovation in Responsive Environments

Advertiser: adidas Japan

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

### **Silver**

Direct Marketing: Craft / Data-Driven Personalization

Advertiser: adidas Japan

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Direct Marketing: Craft / Use of Digital Technology

Advertiser: adidas Japan

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Direct Marketing: Ambient Media / Live Events

Advertiser: adidas Japan

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Responsive Environments: Use of Technology

Advertiser: adidas Japan

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Moving Image Craft: Craft - Innovation in Moving Image Craft / Visual

Advertiser: Double A

Title: Obsession for Smoothness

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

## **Bronze**

Design: Moving Image

Advertiser: Double A

Title: Obsession for Smoothness

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

Branded Entertainment: Experiential / Live Events

Advertiser: adidas Japan

Title: Green Light Run

Agency: TBWA\HAKUHODO Inc.

Film: Under 100K Budget

Advertiser: NISSAN MOTOR CO., LTD.

ObsTitle: The Professional of Japan

Agency: TBWA\HAKUHODO Inc.

■ 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 2018."

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](http://www.hakuholdo-global.com)

---

Media contacts:

Corporate Public Relations Division

koho.mail@hakuholdo.co.jp