



# 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 Malaysia named Agency of the Year at Malaysia's Kancil Awards 2018

Also wins 3 Gold, 2 Silver and 10 Bronze

Tokyo—August 6, 2018—Hakuhodo Malaysia (location: Kuala Lumpur, Malaysia) has been named Agency of the Year at Kancil Awards 2018 after winning 15 awards, including Gold. Established in 1978, the Kancil Awards are known as Malaysia's biggest and most prestigious advertising awards.

Hakuhodo's oldest overseas office, Hakuhodo Malaysia has been providing advertising services in Malaysia for over 40 years, since its establishment in 1973. Introducing a new slogan in 2018—The Experience Leader—the agency is focusing its efforts on initiatives to lead *sei-katsu-sha* brand experiences in Malaysia.



Members of Hakuhodo Malaysia celebrate their win

Awards won

### **Gold**

- Outdoor
- Advertising Photography
- Print & Publishing

Advertiser: Greenpeace Malaysia

Title: Drought

(Three Gold awards)

### **Silver**

- Art Direction

Advertiser: Greenpeace Malaysia

Title: Drought

- Best Use of Posters (Campaign)

Advertiser: MalaysiaKini

Title: Let the Truth Out (Prison 1, 2 & 3)

### **Bronze**

- Illustration
- Design

Advertiser: Greenpeace Malaysia

Title: Drought

(Two Bronze awards)

- Best Use of Brand Experience (Non Digital) & Activation

Advertiser: UMW Toyota Motor Sdn. Bhd.

Title: Poster Wallet

- Best Use of Ambient (Outdoor)
- Best Use of Radio (Campaign)

Advertiser: UMW Toyota Motor Sdn. Bhd.

Title: Lebuhraya / Jalan Kampung / Jalan Bandar  
(Two Bronze awards)

- Art Direction (Campaign)
- Advertising Photography (Campaign)

Advertiser: MalaysiaKini

Title: Let the Truth Out (Prison 1, 2 & 3)  
(Two Bronze awards)

- Best Use of Posters (Outdoor)

Advertiser: Astro Radio Sdn. Bhd.

Title: Bowie, Lennon & Michael Jackson

- Music & Sound Design in Radio

Advertiser: Renggit Coffee Sdn. Bhd.

Title: Alarm Clock

- Best Use of Posters

Advertiser: Taisho Pharmaceutical (M) Sdn. Bhd.

Title: Stay Alert (Bottled Insomnia)

### **About Hakuodo Malaysia**

Name: Hakuodo Malaysia Sdn. Bhd.  
Location: 7th Fl., Building A, Dataran PHB, Saujana Resort, Section U2,  
40150 Shah Alam, Selangor, Malaysia  
Representative: Ryusuke Oda  
Start of operations: May 1973  
URL: [www.hakuodo.com.my](http://www.hakuodo.com.my)

■ 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](http://www.hakuhodo-global.com)

---

Media contacts:

Corporate Public Relations Division

koho.mail@hakuhodo.co.jp