



# News

博報堂 広報室

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## **Hakuhodo Group wins Grand Prix, 2 Gold, 11 Silver and 13 Bronze at AD STARS 2018**

Tokyo—September 21, 2018—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that TBWA\HAKUHODO, a member of the Hakuhodo Group, has won the Grand Prix at the 11th annual AD STARS festival held in Busan, Korea from August 23–25.

TBWA\HAKUHODO also won 2 Gold, 9 Silver and 10 Bronze. Hakuhodo Malaysia picked up 2 Silver and 2 Bronze, and Hakuhodo Indonesia received one Bronze. The Hakuhodo Group collected a total of 27 awards.

Awards won

### **Grand Prix**

- Design: Communication Design
- Advertiser: AIG Japan Holdings  
Title: Pride Jersey  
Agency: TBWA\HAKUHODO Inc.

### **Gold**

- Innovation: Product & Service
  - PR: Practices & Specialism
- Advertiser: AIG Japan Holdings  
Title: Pride Jersey  
Agency: TBWA\HAKUHODO Inc.  
(Two Gold awards)

### **Silver**

- Design: Product & Service
- PR: Product & Service

- Social & Influencer: Product & Service
- Social & Influencer: Social Insight & Engagement
- Gender Equality
- Human Rights

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

(Six Silver awards)

- Interactive: Interactive Craft
- PR: Practices & Specialism
- Promotion: Use of Promo & Activation

Advertiser: Nissan Motor Co., Ltd.

Title: ProPILOT HOTEL

Agency: TBWA\HAKUHODO Inc.

(Three Silver awards)

- Outdoor: Outdoor Craft
- Print: Print Craft

Advertiser: Greenpeace Malaysia

Title: Drought

Agency: Hakuhodo Malaysia Sdn. Bhd.

(Two Silver awards)

### **Bronze**

- Diverse Insights

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

- Innovation: Product & Service
- Integrated: Product & Service
- Interactive: Product & Service
- Interactive: Use of Interactive
- PR: Product & Service
- Direct: Product & Service

- Direct: Use of Direct Marketing

Advertiser: Nissan Motor Co., Ltd.

Title: ProPILOT HOTEL

Agency: TBWA\HAKUHODO Inc.

(Seven Bronze awards)

- Diverse Insights
- Design: Product & Service

Advertiser: NHK

Title: SAFETY HACKS

Agency: TBWA\HAKUHODO Inc.

(Two Bronze awards)

- Print: Product & Service
- Green

Advertiser: Greenpeace Malaysia

Title: Drought

Agency: Hakuhodo Malaysia Sdn. Bhd.

(Two Bronze awards)

- Direct: Use of Direct Marketing

Advertiser: Kapal Perempuan

Title: Hidden Violence Photo

Agency: PT Hakuhodo Indonesia

#### ■ 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)

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