

**Hakuhodo Group and Hakuhodo DY Media Partners Group companies
win 24 awards, including a Grand Prix, at Spikes Asia 2018
Hakuhodo pair also wins Gold in the Young Spikes Design Competition**

Tokyo—October 16, 2018—Hakuhodo Inc. and Hakuhodo DY Media Partners Inc. are delighted to announce that Hakuhodo Group and Hakuhodo DY Media Partners Group companies have won 1 Grand Prix, 4 Gold, 9 Silver and 10 Bronze awards at Spikes Asia 2018 in Singapore.

In addition, a Hakuhodo team won the Gold for Japan in the Young Spikes Design Competition, which pits national teams of two against each other.

Awards won

Grand Prix

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

Gold Spikes

- Design: Digital & Interactive Design
- Digital: Brand / Product Video
- Film Craft: Production Design / Art Direction

Advertiser: Double A
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.
(Three Gold awards)

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

Silver Spikes

- Radio & Audio: Use of Audio Technology

Advertiser: Star Flyer Inc.

Title: Star Chorus

Agency: Hakuhodo Inc.

- Media: Use of Social Platforms
- Entertainment: Excellence in Audience Engagement & Distribution Strategy

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

(Two Silver awards)

- PR: Healthcare
- Healthcare: Non-profit Foundation-led Education & Awareness

Advertiser: Locomo Challenge Council

Title: Locomo Challenge!

Agency: Hakuhodo Inc.

(Two Silver awards)

- Digital: Influencer / Talent
- Film Craft: Visual Effects
- Film: Consumer Durables

Advertiser: Double A

Title: Obsession for Smoothness

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

(Three Silver awards)

- Design: Environmental / Social Impact

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

Bronze Spikes

- Film Craft: Direction
- Film Craft: Use of Original Music

Advertiser: Double A

Title: Obsession for Smoothness

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

(Two Bronze awards)

- Entertainment: Excellence in Audience Engagement & Distribution Strategy

Advertiser: Subaru Corporation

Title: Subaru "Your Story With" Wholistic Branded Entertainment CP with TVC/TVDRAMA/NOVEL

Agency: STORIES LLC / Hakuhodo Inc. / Yomiko Advertising Inc.

- Brand Experience & Activation: Use of Social & Digital Platforms

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

- Brand Experience & Activation: Corporate Social Responsibility (CSR) / Corporate Image
- Brand Experience & Activation: Integrated Campaign Led by Brand Experience & Activation
- Digital: Influencer / Talent
- PR: Business Citizenship / Corporate Responsibility & Environmental

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

(Four Bronze awards)

- Print & Outdoor Craft: Illustration

Advertiser: Jakarta Globe

Title: Old Man

Agency: PT Hakuhodo Indonesia

- Print & Publishing: Corporate Social Responsibility (CSR) / Corporate Image

Advertiser: Jakarta Globe

Title: Old Man / Boy

Agency: PT Hakuhodo Indonesia

Young Spikes Design Competition

- Gold

Taro Taniwaki, Hakuhodo Inc.

Takayuki Ichida, 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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