

Hakuhodo Group wins 1 Lotus Roots, 7 Gold, 10 Silver and 9 Bronze at ADFEST 2019

Tokyo—April 10, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Group companies have won 27 prizes (1 Lotus Roots*, 7 Gold, 10 Silver, 9 Bronze) at ADFEST 2019 held March 20–23 in Pattaya, Thailand.

ADFEST is one of the Asia-Pacific region’s premier advertising festivals. It drew 2,539 entries from around the Asia-Pacific region this year. Awards were presented in 20 categories.

* The Lotus Roots category judges work rooted in the traditional cultures and insights of Asian countries

Awards won

Lotus Roots

- Lotus Roots

Advertiser: Takasaki City

Title: Red Restaurants List

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

Gold

- Brand Experience & Engagement Lotus: Sponsorship & Brand Partnership

- Design Lotus: Product Design – Consumer Products

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO

(Two Gold Awards)

● Brand Experience & Engagement Lotus: Use of Digital & Social Platforms

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

● Brand Experience & Engagement Lotus: Integrated Campaign Led by Brand Experience & Engagement

● Direct Lotus: Direct Campaign for Retention/Loyalty

● Direct Lotus: Best Integrated Direct Campaign

Advertiser: Takasaki City

Title: Red Restaurants List

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

(Three Gold awards)

● Mobile Lotus: Use of Technology for Mobile

Advertiser: Panasonic

Title: Bird Hearing Test

Agency: Hakuhodo Inc.

Silver

● Design Lotus: Product Design – Innovative & Sustainable Design

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO

● Design Lotus: Poster

Advertiser: Sushi Sei

Title: Flavourful Ocean - Salmon/Octopus

Agency: PT Hakuhodo Indonesia

● eCommerce Lotus: Food & Beverage

Advertiser: Vegibus Inc.

Title: VEGI-BUS

Agency : Hakuhodo Inc.

● Film Lotus: Finance & Real Estate

Advertiser: American Family Life Assurance Company of Columbus

Title: Marathon With No Start Line

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

● Film Craft Lotus: Script

Advertiser: jms

Title: [10 Sec. Drama] The Stop Line of Love Campaign

Agency: Hakuhodo Inc. / Hakuhodo Kettle Inc.

● Interactive Lotus: Digital Integrated Campaign - Cars, Other Vehicles, Accessories & Auto Services

● Interactive Lotus: Best Use of a Prototype Technology

Advertiser: NISSAN

Title: ProPILOT Park RYOKAN

Agency: TBWA\HAKUHODO

(Two Silver awards)

● Media Lotus: Best Use of Audio

Advertiser: Star Flyer Inc.

Title: Star Lullaby / Star Chorus

Agency: Hakuhodo Inc.

● Media Lotus: Best Integrated Media Campaign

Advertiser: Takasaki City

Title: Red Restaurants List

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

● Outdoor Lotus: Digital Poster & Video

Advertiser: Society for Community Organization (SoCO)

Title: Subdivided Flat in a Lane

Agency: Hakuhodo Hong Kong Ltd.

Bronze

- Audio Lotus: Best Use of Radio/Audio Medium

Advertiser: Star Flyer Inc.

Title: Star Lullaby / Star Chorus

Agency: Hakuhodo Inc.

- Branded Entertainment Lotus: Best Use of User Generated Content

- Outdoor Lotus: Digital Poster & Video

Advertiser: Netflix

Title: Lick Away Bad Day

Agency: Wolf Bangkok

(Two Bronze awards)

- Branded Entertainment Lotus: Best Use of Talent

- Branded Entertainment Lotus: Best Use of Sports

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO

(Two Bronze awards)

- Film Lotus: Food

Advertiser: UHA Mikakuto Co., Ltd.

Title: Sakeru Gummy vs. Loong Sakeru Gummy Campaign

Agency: Hakuhodo Inc.

- Film Craft Lotus: Costume Design

Advertiser: Central Department Store

Title: Shop Hard Work Harder

Agency: Wolf Bangkok

- Interactive Lotus: Use of Digital Technology

Advertiser: trippiece

Title: Deep Learning Japan

Agency: Hakuhodo Inc. / SIX Inc.

● Media Lotus: Best Use of Technology

Advertiser: Ezaki Glico Co., Ltd.

Title: Say Pocky for HAPPINESS PLAYLIST

Agency: 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

Media contacts:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp