

Hakuhodo Group awarded 3 Best of Discipline, 9 Gold, 1 Silver, and 1 Bronze at ADC 98th Annual Awards

Tokyo—May 15, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Group companies have won 3 Best of Discipline, 9 Gold, 1 Silver and 1 Bronze at ADC 98th Annual Awards. TBWA\HAKUHODO was also named Agency of the Year, winning 8 Gold in 4 categories.

Presented by the Art Directors Club, which was founded in New York, USA, in 1920, the ADC Annual Awards judge advertising and design by the same standards as fine art. They are the world’s longest-running awards for advertising.

Awards won

Title: Pride Jersey

Advertiser: AIG Japan Holdings

Agency: TBWA\HAKUHODO

Best of Product Design

- Product Design: Design for Good / Product Design

Best of Brand / Communication Design

- Brand / Communication Design: Promotional / Apparel

Best of Fashion Design

- Fashion Design: Traditional / Sportswear / Activewear

Gold x 8

- Product Design: Design for Good / Product Design
- Product Design: Innovation / Product Design
- Product Design: Wildcard
- Brand / Communication Design: Promotional / Apparel
- Fashion Design: Traditional / Sportswear / Activewear
- Fashion Design: Design for Good / Fashion Design

- Advertising: Promotional Materials / Dimensional
- Advertising: Innovation / Promotional Materials

Silver

- Brand / Communication Design: Innovation / Brand / Communication Design

Title: Brain Drool 2016 Archive

Advertiser: HAKUHODO Inc.

Agency: HakuHodo Inc., HakuHodo Product's Inc., HakuHodo i-studio Inc.

Gold

- Interactive: Craft in Online / Mobile / Art Direction

Title: 720 Hours of Youth

Advertiser: Softbank Corp.

Agency: HakuHodo Kettle Inc., HakuHodo Inc.

Bronze

- Interactive: Craft in Online / Mobile / Content Strategy

■ 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 4th largest advertising agency according to *Advertising Age's* "Agency Report 2019."

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