

TBWA\HAKUHODO wins Grand, 2 Gold and 2 Silver at 2019 Clio Sports Awards

Tokyo—June 19, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Group company TBWA\HAKUHODO has won a Grand award, two Gold and two Silver at the 2019 Clio Sports Awards.

Established in 1959, the Clio Awards recognize creativity in the advertising industry. The Clios are one of the world’s top three advertising awards competitions. Today, awards are given for superior creativity in six programs: Clio Awards, Clio Fashion & Beauty, Clio Sports, Clio Music, Clio Entertainment and Clio Health. Established in 2014, Clio Sports recognizes the best creativity in sports advertising and marketing, and rewards breakthrough communication that elevated sports culture in the collective consciousness.

Awards won

Title: Pride Jersey

Advertiser: AIG Japan Holdings

Agency: TBWA\HAKUHODO

Grand

- Design: Other

Gold x 2

- Innovation: Product Innovation
- Partnership, Sponsorships & Collaborations

Silver x 2

- Direct: Other
- Public Relations