

## Hakuhodo Group picks up 5 Pencils at D&AD Awards 2019

Tokyo—August 22, 2019—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies have won 1 Yellow, 1 Graphite and 3 Wood Pencils at D&AD Awards 2019.

The D&AD Awards (originally Design & Art Direction) were established in 1962 and are the United Kingdom's premiere advertising awards. Prizes were contested in 35 categories this year.

Awards won

Note: Yellow, Graphite and Wood Pencils are said to represent Gold, Silver and Bronze, in that order.

### **Yellow Pencil**

Branding: Brand Expression in Print

Advertiser: Nissin Foods Holding Co., Ltd.

Title: The 60-year History of Nissin Foods

Agency: Hakuhodo Products Inc.

### **Graphite Pencil**

Experiential: Community Experience

Advertiser: Save Street Child Sidoarjo

Title: Clever Cash

Agency: PT Hakuhodo Indonesia

### **Wood Pencils**

Photography: Still Life & Studio

Advertiser: Yamada Katsura Co., Ltd.

Title: Katsura Waves

Agency: Hakuhodo Inc. / Hakuhodo Product's Inc.

Photography: Still Life & Studio  
Advertiser: Asahi Breweries Inc.  
Title: Secret Book of Soy Sauce  
Agency: Hakuhodo Inc. / Hakuhodo Product's Inc.

Creativity for Good: Advertising / Brand  
Advertiser: AIG Japan Holdings  
Title: Pride Jersey  
Agency: TBWA\HAKUHODO

■ 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](http://www.hakuhodo-global.com)

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