

## Hakuhodo Group wins 18 awards, including Grand Prix, at Busan International Advertising Festival (AD STARS 2019)

Tokyo—September 30, 2019—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Group companies have won a total of 18 awards, including 1 Grand Prix, 5 Gold, 7 Silver and 5 Bronze awards, at Busan International Advertising Festival (AD STARS).

Known by the nick name AD STARS, this annual international advertising festival was held for the 12th time this year from August 22–24 in Busan, Korea under the theme “Influence.” It drew 20,645 entries from 60 countries and regions.

Awards won

### **Title: The Most Challenging Pingpong Table**

Advertiser: Japan Para Table Tennis Association (JPTTA)

Agency: TBWA\HAKUHODO

#### **Grand Prix**

- Design: Product & Service

#### **Silver x 4**

- Design: Communication Design
- Outdoor: Ambient (Non standard and Free-format outdoor advertising)
- Outdoor: Outdoor Craft
- PR: Practices & Specialism

#### **Bronze**

- Healthcare

### **Title: The Restaurant of Mistaken Orders**

Advertiser: DAIKI Angel Help Co., Ltd. (Care and Welfare Home)

Agency: TBWA\HAKUHODO

#### **Gold**

- Design: Product & Service

#### **Silver**

- Healthcare

### **Title: The Nanto Family**

Advertiser: The Nanto Bank, Ltd.

Agency: Hakuhodo Inc.

#### **Gold**

- Film: Product & Service

**Title: Clever Cash**

Advertiser: Save Street Child Sidoarjo

Agency: Hakuhodo Indonesia

**Gold x 2**

- Design: Communication Design
- Education

**Silver**

- Diverse Insights

**Bronze x 2**

- Direct: Use of Direct Marketing
- Promotion: Use of Promo & Activation

**Title: Shop Hard Work Harder**

Advertiser: Central Department Store

Agency: Wolf Bkk

**Gold**

- Film: Film Craft

**Title: Salmon (Flavourful Ocean)**

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

**Silver**

- Design: Communication Design

**Bronze**

- Design: Product & Service

**Title: The Reborn Light**

Advertiser: Nissan Motor Co., Ltd.

Agency: TBWA\HAKUHODO

**Bronze**

- Design: Product & Service

**■ 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)

---

Media contacts:

Corporate Public Relations Division

[koho.mail@hakuhodo.co.jp](mailto:koho.mail@hakuhodo.co.jp)