

Hakuhodo Group wins 31 awards, including two Grand Prix, at Spikes Asia 2019

Tokyo—October 15, 2019—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies have won a total of 31 awards, including 2 Grand Prix, 7 Gold (including Creative eCommerce), 8 Silver and 14 Bronze awards, at Spikes Asia 2019, one of Asia's largest advertising awards, in Singapore.

In addition, young talents from the Hakuhodo Group representing Japan have picked up Gold and other awards in the Young Spikes Competitions, where national teams of two young creatives are pit against each other.

Awards won

Grand Prix

- Film: Automotive
Title: 10 Sec. Drama: The Stop Line of Love
Advertiser: JMS/TACTI Co., Ltd.
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Film Craft: Script
Title: 10 Sec. Drama: The Stop Line of Love
Advertiser: JMS/TACTI Co., Ltd.
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

Gold

- Design: Promotional Item Design
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO
- Design: Live Events
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO
- Design: Environmental/Social Impact
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO
- Digital Craft: Innovative Use of Technology
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.
- PR: Integrated Campaign Led by PR
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

- PR: Healthcare
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

Creative eCommerce * Equivalent to Gold

- Creative eCommerce: Food/Drink
Title: Vegi-Bus
Advertiser: Vegibus Inc.
Agency: Hakuhodo Inc.

Silver

- Brand Experience & Activation: Corporate Social Responsibility (CSR)/Corporate Image
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO
- Brand Experience & Activation: Social Behaviour & Cultural Insight
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO
- Design: Live Events
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO
- Design: Creation of a New Brand Identity
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO
- Digital: Media/Entertainment
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.
- Integrated: Integrated
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Entertainment: Co-Creation & User Generated Content
Title: #BPM100 Dance Project
Advertiser: Japanese Red Cross Society, Bytedance KK
Agency: TBWA\HAKUHODO
- Healthcare: Disease Awareness & Understanding
Title: Invisible Disease - Changing The Way We Think About Psoriasis –
Advertiser: Janssen Pharmaceutical K.K.
Agency: Ozma Inc.

Bronze

- Brand Experience & Activation: Not-for-profit/Charity/Government
Title: Clever Cash
Advertiser: Save Street Child Sidoarjo
Agency: PT Hakuhodo Indonesia

- Brand Experience & Activation: Local Brand
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Brand Experience & Activation: Exhibitions/Installations
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO
- Design: Live Events
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.
- Entertainment: Fiction & Non-Fiction Film: Up to 5 minutes
Title: Marathon with No Start Line
Advertiser: American Family Life Assurance Company of Columbus (AFLAC)
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Entertainment: Fiction & Non-Fiction Film: Over 30 minutes
Title: More Than Likes
Advertiser: SoftBank Corp.
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Entertainment: Sports for Good
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO
- Film: Consumer Services/Business to Business
Title: Fish Flops
Advertiser: Siam Commercial Bank
Agency: Wolf Bkk
- Film: Branded Content & Entertainment Film
Title: The Last Letter
Advertiser: U-Can Inc.
Agency: Hakuhodo Inc.
- Film: Consumer Services/Business to Business
Title: Marathon with No Start Line
Advertiser: American Family Life Assurance Company of Columbus (AFLAC)
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Mobile: Innovative Use of Technology
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.
- Music: Use of Social/Digital Platform
Title: #BPM100 Dance Project
Advertiser: Japanese Red Cross Society, Bytedance KK
Agency: TBWA\HAKUHODO
- Outdoor: Live Advertising & Events
Title: Clever Cash
Advertiser: Save Street Child Sidoarjo
Agency: PT Hakuhodo Indonesia

- PR: Local Brand
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

Young Spikes

- Design Competition: **Gold**
Maria Shimizu, TBWA\HAKUHODO
Yukina Oshibe, I&S BBDO Inc.
Representing Japan
- Media Competition: **Silver**
Issei Ishikura, Hakuhodo Inc.
Shoko Uchida, TBWA\HAKUHODO
Representing Japan
- Integrated Competition: **Bronze**
Ami Sato, Hakuhodo Inc.
Nana Takeda, Dentsu Inc.
Representing Japan

■ 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

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