

Hakuhodo Group wins 1 Gold, 3 Silver & 4 Bronze in the AD STARS 2020

Tokyo—September 25, 2020—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce that Hakuhodo Group companies have won 1 Gold, 3 Silver and 4 Bronze, a total of eight awards, in Korea’s AD STARS 2020 Awards. Now in its 13th iteration, AD STARS drew 20,028 entries from 60 countries and regions, despite the ongoing pandemic.

The AD STARS Festival will be held this year as an online event over the three-day period October 22–24 under the theme “Re:AD—Re-think, re-define and re-design.”

Awards won

Gold

- AD STARS: Design > Communication Design

Title: toio™ & toio™ Collection

Advertiser: Sony Interactive Entertainment Inc.

Agencies: SIX Inc., Hakuhodo Inc.

Silver

- AD STARS: Film > Film Craft
- AD STARS: Film > Sectors

Title: Don't Die Till That Day

Advertiser: Central Department Store Limited

Agency: Wolf Bkk

- VIDEO STARS: Branded Entertainment Videos > Others

Title: 10 Sec. Drama: The Stop Line of Love Season 2

Advertiser: JMS/Toyota Mobility Parts Co., Ltd.

Agency: Hakuhodo Inc., Hakuhodo Kettle Inc.

Bronze

- AD STARS: Interactive > Use of Interactive
- AD STARS: Interactive > Interactive Craft
- AD STARS: Data Insights > Use of Data

Title: toio™ & toio™ Collection

Advertiser: Sony Interactive Entertainment Inc.

Agencies: SIX Inc., Hakuhodo Inc.

- AD STARS: Outdoor > Ambient (Non Standard and Free-format Outdoor Advertising)

Title: Mori Building Urban Lab

Advertiser: Mori Building Co., Ltd.

Agency: SIX Inc.

Note: "toio" is a registered trademark of Sony Interactive Entertainment.

■ 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 third largest advertising agency according to *Advertising Age's* "Agency Report 2020."

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

Media contact:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp