

Hakuhodo Group wins 16 awards at 2020 Taiwan 4A Creative Awards

Tokyo, Oct. 14, 2020—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies United Communications Group and Medialand Digital Strategy Ltd. , two members of the Growww Media Group, have won 1 Gold, 10 Silver and 5 Bronze at 2020 Taiwan 4A Creative Awards.

The 2020 winners were announced at an on-site award ceremony, thanks to careful COVID-19 prevention and control measures in Taiwan.

The Taiwan 4A Creative Awards are a world-renowned advertising competition with a history of 28 years. One of Taiwan's advertising competitions, the 2020 Taiwan 4A Creative Awards were held under the theme "Forever Alive, Forever Forward," and drew 585 works from 61 companies.

Awards won

Gold

- Best Interactive in Digital

Title: **The Game of Sex**

Advertiser: Reckitt Benckiser Hong Kong Limited Taiwan Branch

Agency: Medialand Digital Strategy Ltd.

Silver

- Best Interactive
- Best Website

Title: **The Game of Sex**

Advertiser: Reckitt Benckiser Hong Kong Limited Taiwan Branch

Agency: Medialand Digital Strategy Ltd.

- Best Ambient
- Best Interactive
- Best Interactive in Digital

Title: **Braun X Formosa Chang**

Advertiser: Heng Leong Hang Co., Ltd.

Agency: United Communications Group

- Best Film Campaign
- Best Film (Under 15 sec.)

Title: **Taobao Taiwan - Hit the store before you even think of it.**

Advertiser: Claddagh Venture Investment Limited Taiwan Branch

Agency: Medialand Digital Strategy Ltd.

- Best Display Ad in Digital

Title: **Your Evolution by TT Mask**

Advertiser: Jola International Co., Ltd.

Agency: Medialand Digital Strategy Ltd.

- Best Copy writing in Digital

Title: **Different City, Same Coca-Cola**

Advertiser: Coca-Cola China Limited Taiwan Branch

Agency: Medialand Digital Strategy Ltd.

- Best Visual Design in Digital

Title: **Nestlé Morning Café**

Advertiser: Nestlé Taiwan Limited

Agency: Medialand Digital Strategy Ltd.

Bronze

- Best Visual Design in Digital

Title: **The Game of Sex**

Advertiser: Reckitt Benckiser Hong Kong Limited Taiwan Branch

Agency: Medialand Digital Strategy Ltd.

- Best Promo & Activation
- Best Integrated Campaign
- Best Digital Campaign

Title: **Braun X Formosa Chang**

Advertiser: Heng Leong Hang Co., Ltd.

Agency: United Communications Group

- Best Copywriting in Digital

Title: **Taobao Taiwan - Poem of Rain**

Advertiser: Claddagh Venture Investment Limited Taiwan Branch

Agency: United Communications Group

■ **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 around the world. The Group is strengthening its structure Asia and elsewhere as it prepares to further expand its business worldwide.

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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