

## Hakuhodo Group's Medialand wins Grand Effie at 2020 Effie Awards Greater China

Tokyo, February 1, 2021—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group company Medialand has won the Grand Effie at 2020 Effie Awards Greater China. The Group also picked up one Gold and three Silver Effies.

The 2020 winners were announced on December 11 at an award ceremony in Beijing, China.

The Effie Awards Greater China honor excellence in marketing effectiveness across mainland China, Hong Kong, Macau and Taiwan. Since 1968, the Effies have been recognized around the world as a symbol of achievement, while serving as a resource to steer the future of marketing success.



### Awards won

#### Grand Effie

- Brand Experience - Products

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

Advertiser: Coca-Cola China Limited Taiwan Branch

Agency: Medialand Digital Strategy Ltd.

#### Gold

- Brand Experience - Products

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

Advertiser: Coca-Cola China Limited Taiwan Branch

Agency: Medialand Digital Strategy Ltd.

#### Silver

- Commerce & Shopper - Co-branding Marketing
- Personal care

Title: **Braun X Formosa Chang**

Advertiser: Heng Leong Hang Co., Ltd.

Agency: United Communications Group

- Business-to-Business

Title: **Modern Chinese Cuisine**

Advertiser: Unilever Taiwan Ltd.

Agency: Medialand Digital Strategy Ltd.

■ 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 3rd 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](http://www.hakuhodo-global.com)

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