

## Hakuhodo Group wins Grand Prix, 14 awards at Spikes Asia 2021

Tokyo—March 12, 2021—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies have won 1 Grand Prix, 1 Gold, 7 Silver and 6 Bronze, a total of 15 awards, at Spikes Asia 2021. One of Asia's largest advertising festivals, Spikes Asia drew 3,223 entries (for 682 works) this year and awarded prizes in 23 categories.

Awards won

### Grand Prix

- Film: Travel, Leisure, Retail, Restaurants & Fast Food Chains

Title: Shop Unfriend

Advertiser: Central Department Store Ltd.

Agency: Wolf Bkk

### Gold

- Film: Travel, Leisure, Retail, Restaurants & Fast Food Chains

Title: Shop Unfriend

Advertiser: Central Department Store Ltd.

Agency: Wolf Bkk

### Silver

- Brand Experience & Activation: Use of Broadcast

Title: Red Restaurants Drive

Advertiser: TV Tokyo Corporation

Agency: Hakuhodo Kettle Inc.

- Brand Experience & Activation: Tech-led Brand Experience

Title: ProPILOT Golf Ball

Advertiser: Nissan Motor Co., Ltd.

Agency: TBWA\HAKUHODO

- Digital: Innovative Use of Community

- PR: Content Discovery & Amplification

Title: A Ciphered Release of Music Video: Stray Sheep Code

Advertiser: Sony Music Labels Inc. / Reissue Records Inc.

Agency: SIX Inc.

- Entertainment: Use of Digital & Social

Title: The First Take

Advertiser: The First Take Music

Agency: TBWA\HAKUHODO

- Film: Single-Market Campaign

Title: Don't Die Till That Day

Advertiser: Central Department Store Ltd.

Agency: Wolf Bkk

- PR: Internal Communications & Employee Engagement

Title: Checkup Championship

Advertiser: Hakuhodo DY Holdings Inc.

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc

## Bronze

- Brand Experience & Activation: Durable Consumer Goods including Automotive

Title: ProPILOT Golf Ball

Advertiser: Nissan Motor Co., Ltd.

Agency: TBWA\HAKUHODO

- Brand Experience & Activation: Media / Entertainment

Title: #Tiroritune

Advertiser: McDonald's Company (Japan), Ltd.

Agency: TBWA\HAKUHODO

- Digital: Durable Consumer Goods including Automotive

Title: Braun X Formosa Chang

Advertiser: Heng Leong Hang Co., Ltd.

Agency: United Communication Group

- Entertainment: Fiction & Non-Fiction Film: Up to 5 minutes

Title: Shop Unfriend

Advertiser: Central Department Store Ltd.

Agency: Wolf Bkk

- Film: Durable Consumer Goods including Automotive

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

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

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

- Music: Fan Engagement / Community Building

Title: The First Take

Advertiser: The First Take Music

Agency: TBWA\HAKUHODO

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

---

## Media contacts:

Corporate Public Relations Division

koho.mail@hakuhodo.co.jp