

Hakuhodo wins Network of the Year at ADFEST 2021

Group wins 1 Grande, 2 Gold, 6 Silver, 12 Bronze

Tokyo—April 9, 2021—We are pleased to announce that Hakuhodo has been named Network of the Year at ADFEST 2021. Eleven Group companies across Asia-Pacific contributed to the win, which was announced at the festival's online award ceremony on April 8, 2021. A special award, Network of the Year is awarded to the creative network that garners the most points from finalist and winning entries. Hakuhodo Group companies won 1 Grand Prix, 2 Gold, 6 Silver and 12 Bronze, a total of 21 awards.

ADFEST is one of the Asia-Pacific region's premier advertising festivals. It drew 1,130 entries from around the Asia-Pacific region this year. Awards were presented in 20 categories.

Awards won

Network of the Year



Grande

- Film Lotus: Internet Film: Retail, Travel, Leisure & Communication Media
Title: Shop Unfriend
Advertiser: Central Department Store Ltd.
Agency: Wolf Bkk

Gold

- Film Craft Lotus: Production Design
Title: Shop Unfriend
Advertiser: Central Department Store Ltd.
Agency: Wolf Bkk
- Media Lotus: Use of Guerrilla Marketing
Title: Braun X Formosa Chang
Advertiser: Heng Leong Hang Co., Ltd.
Agency: United Communications Group

Silver

- Branded Entertainment Lotus: Use of Print & Conventional Outdoor
- Media Lotus: Use of Print/Outdoor & Transit
- Outdoor Lotus: Guerrilla Marketing
- PR Lotus: Use of Events & Stunts

Title: Braun X Formosa Chang

Advertiser: Heng Leong Hang Co., Ltd.

Agency: United Communications Group

- Design Lotus: Digital & Interactive Design

Title: A Ciphered Release of Music Video: STRAY SHEEP CODE

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

Agency: SIX Inc.

- Outdoor Lotus: Retail

Title: Flavour of Home Campaign

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

Bronze

- Brand Experience Lotus: Use of Print or Conventional Outdoor

Title: #CloseTheGap

Advertiser: She Radio 99.6 FM

Agency: Hakuhodo Indonesia

- Branded Entertainment Lotus: Use of Interactive & Social Media
- Digital Lotus: Use of Social
- Media Lotus: Use of Social Media & Earned Media
- Mobile Lotus: Use of Social for Mobile
- PR Lotus: Use of Social in a PR Campaign

Title: A Ciphered Release of Music Video: STRAY SHEEP CODE

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

Agency: SIX Inc.

- Branded Entertainment Lotus: Use of Games

Title: Pocky K.O.

Advertiser: Ezaki Glico Co., Ltd.

Agency: Hakuhodo Inc., Kansai Office

- Branded Entertainment Lotus: Resilience Through Creativity
- Media Lotus: Use of Branded Entertainment & Content: Program & Platform
- PR Lotus: Resilience Through Creativity

Title: Red Restaurants Drive

Advertiser: TV Tokyo Corporation

Agency: Hakuhodo Kettle Inc.

- Film Craft Lotus: Script

Title: Free Your Hunger

Advertiser: GrabFood

Agency: Spa-Hakuhodo Co., Ltd.

- New Director Lotus: Commissioned Spot

Title: Little Light

Advertiser: Citra Pariwara

Agency: Hakuhodo Indonesia

* Details of awards in each category added on April 16

■ 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

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