

Hakuhodo Group wins 3 Gold, 2 Bronze at The One Show 2021

Tokyo—June 18, 2021—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies have been awarded three Gold and two Bronze at The One Show 2021.

In the One Show 2021 Rankings, which rank companies and individuals based on points earned from their winning entries, Hakuhodo Indonesia's Flavour of Home ranked No. 2 in the world in Highest Ranked Work in two disciplines. In the Creative rankings by credit, six creators who collaborated on this work ranked among the top five in the Asia Pacific region in their respective credit categories.

One of the world's premier advertising competitions, The One Show is held by New York-based non-profit organization The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

Gold

- Out of Home: Craft / Illustration

Title: Flavour of Home

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

- Print: Craft / Art Direction

Title: Flavour of Home

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

- Print: Craft / Illustration

Title: Flavour of Home

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

Bronze

- Branded Entertainment: Craft / Use of Technology

Title: ProPILOT Golf Ball

Advertiser: Nissan Motor Co., Ltd.

Agency: TBWA\HAKUHODO

- Out of Home: Craft / Art Direction

Title: Flavour of Home

Advertiser: Sushi Sei

Agency: Hakuhodo Indonesia

Highest Ranked Work

- Out of Home

No. 2: Flavour of Home, Hakuhodo Indonesia

- Print

No. 2: Flavour of Home, Hakuhodo Indonesia

Creative rankings by credit, Asia Pacific

- Chief Creative Officer Ranking

No. 3: Woon Hoh, Hakuhodo Indonesia

- Executive Creative Director Ranking

No. 4: Chow Kok Keong, Hakuhodo Indonesia

- Art Director Ranking

Equal No. 2: Chow Kok Keong, Hakuhodo Indonesia

Equal No. 2: Fajar Noor Fathjri, Hakuhodo Indonesia

Equal No. 2: Nicholas Kosasih, Hakuhodo Indonesia

Equal No. 2: Nikholas Alviyanto, Hakuhodo Indonesia

Equal No. 2: Woon Hoh, Hakuhodo Indonesia

- Writer Ranking

Equal No. 1: Chow Kok Keong, Hakuhodo Indonesia

- Designer Ranking

Equal No. 2: Nikholas Alviyanto, Hakuhodo Indonesia

Equal No. 2: Woon Hoh, Hakuhodo Indonesia

Equal No. 2: Ching Kai Sieng, Hakuhodo Indonesia

Equal No. 2: Chow Kok Keong, Hakuhodo Indonesia

Equal No. 2: Nicholas Kosasih, Hakuhodo Indonesia

■ 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 *Ad Age's* "Agency Report 2021."

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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