

Hakuholdo Group companies win 1 Grand Prix, 1 Gold, 7 Silver, 5 Bronze at AD STARS 2021

Tokyo—September 10, 2021—Hakuholdo Inc., Japan's second largest advertising company, is pleased to announce that Hakuholdo Group companies have won 1 Grand Prix, 1 Gold, 7 Silver, 5 Bronze, a total of 14 trophies, at AD STARS 2021.

AD STARS is an international advertising festival held annually in Busan, Korea. Awards are given in four sections—AD STARS, VIDEO STARS, PUBLIC SERVICE ADVERTISING (PSA), and SPECIAL. The 2021 competition received 19,080 entries from 60 countries. The theme of this year's conference, held online August 25–27, was "Shift."

Awards won

Grand Prix

- VIDEO STARS: Branded Entertainment Videos: Music Video: Music Video in Creativity
Title: The First Take
Advertiser: The First Take Music
Agency: TBWA\HAKUHODO

Gold

- AD STARS: Design: Communication Design: Posters
Title: Sake Sushi House (Series name: Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuholdo Indonesia

Silver

- AD STARS: Print: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets
Title: Maguro Sushi House (Series name: Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuholdo Indonesia

- AD STARS: Outdoor: Ambient (Non-standard & Free-format outdoor advertising): Interactive Outdoor Experience
Title: Braun X Formosa Chang
Advertiser: Heng Leong Hang Co. Ltd.
Agency: United Communications Group
- AD STARS: Design: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets
Title: Sake Sushi House (Series name: Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia
- AD STARS: Design: Communication Design: Digital Design (Data Visualisation, Digital Installations & Events, UX, UI & Journey Designs)
- AD STARS: Interactive: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets
Title: A Ciphered Release of Music Video: STRAY SHEEP CODE
Advertiser: Sony Music Labels Inc., Reissue Records Inc.
Agency: SIX Inc.
- AD STARS: Data Insights: Use of Data: Data Visualization
Title: UNIQLO ThermoArt
Advertiser: UNIQLO Co., Ltd.
Agency: TBWA\HAKUHODO
- VIDEO STARS: Branded Viral Videos
Title: Shop Unfriend
Advertiser: Central Department Store Ltd.
Agency: Wolf BKK

Bronze

- AD STARS: Social & Influencer: Sectors: Electronics/IT/Office Equipment/Home Electronics & Audio-visual/Business Equipment & Services
Title: Braun X Formosa Chang
Advertiser: Heng Leong Hang Co. Ltd.
Agency: United Communications Group

- AD STARS: Social & Influencer: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets
Title: A Ciphered Release of Music Video: STRAY SHEEP CODE
Advertiser: Sony Music Labels Inc., Reissue Records Inc.
Agency: SIX Inc.
- AD STARS: Interactive: Interactive Craft: Interactive Technology
Title: UNIQLO ThermoArt
Advertiser: UNIQLO Co., Ltd.
Agency: TBWA\HAKUHODO
- AD STARS: Brand Experience & Activation: Sectors: Pharmaceutical/Toiletries
- Public Service Advertising: Healthcare
Title: 30sOAP
Advertiser: Dreams Inc.
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 *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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