

Hakuhodo Group companies bag 16 awards, including 1 Gold, at Spikes Asia 2022

Tokyo—March 18, 2022—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group companies have picked up 1 Gold, 4 Silver and 11 Bronze prizes at Spikes Asia 2022, one of the Asia-Pacific's largest advertising festivals.

The contest drew 3,043 entries this year. The 639 works that passed through to the final judging competed in 24 categories.

Awards won

Gold

- Brand Experience & Activation: Touchpoints & Technology
Title: Hi Toilet
Advertiser: The Nippon Foundation
Agency: TBWA\HAKUHODO

Silver

- Digital Craft: Form
Title: Pray to the Great Buddha
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc. / Hakuhodo Kettle Inc. / Hakuhodo Inc.
- Healthcare: Health & Wellness: Awareness & Advocacy
Title: 30SOAP
Advertiser: Dreams Inc.
Agency: TBWA\HAKUHODO
- Mobile: Use of Mobile
Title: Pale Blue Letter
Advertiser: Sony Music Labels Inc. / Reissue Records Inc.
Agency: SIX Inc. / Hakuhodo Kettle Inc. / Hakuhodo Inc.

- Music: Community
Title: Pale Blue Letter
Advertiser: Sony Music Labels Inc. / Reissue Records Inc.
Agency: SIX Inc. / Hakuhodo Kettle Inc. / Hakuhodo Inc.

Bronze

- Design: Communication Design
Title: Flavour of Home
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia
- Digital Craft: Form
Title: Pale Blue Letter
Advertiser: Sony Music Labels Inc. / Reissue Records Inc.
Agency: SIX Inc. / Hakuhodo Kettle Inc. / Hakuhodo Inc.
- Film Craft: Post-Production
Title: Hair Album
Advertiser: Takara Belmont Corporation
Agency: Hakuhodo Inc.
- Social & Influencer: Social Content Marketing
Title: The Zoo on Zoom
Advertiser: Morinaga Milk Industry Co., Ltd.
Agency: Hakuhodo Inc.
- Industry Craft: Art Direction (1 of 4)
Title: Sake Sushi House (Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia
- Industry Craft: Art Direction (2 of 4)
Title: Tamago Sushi House (Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia
- Industry Craft: Art Direction (3 of 4)
Title: Ika Sushi House (Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia

- Industry Craft: Art Direction (4 of 4)
Title: Maguro Sushi House (Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia
- Industry Craft: Illustration (1 of 3)
Title: Sake Sushi House (Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia
- Industry Craft: Illustration (2 of 3)
Title: Tamago Sushi House (Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia
- Industry Craft: Illustration (3 of 3)
Title: Tako Sushi House (Flavour of Home)
Advertiser: Sushi Sei
Agency: Hakuhodo Indonesia

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhodo is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021." The company is the core agency of the Hakuhodo DY Group.

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.

With *sei-katsu-sha* insight as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuhodo-global.com

Media contact:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp