

## **TBWA\HAKUHODO wins Grande at ADFEST 2022 Hakuhodo Group awarded 1 Grande, 1 Gold, 4 Silver, 4 Bronze**

Tokyo—April 21, 2022—Hakuhodo Inc., the world's third largest advertising company, is pleased to announce that TBWA\HAKUHODO was awarded a Grande in the Branded Entertainment category at the ADFEST 2022 virtual awards ceremony, held online April 7. The Hakuhodo Group picked up 10 awards in total (1 Grande, 1 Gold, 4 Silver, 4 Bronze).

One of the Asia-Pacific region's premier advertising awards, ADFEST this year drew 1,311 entries from 27 cities. Awards were given in 20 categories.

Awards won

### **Grande**

- Branded Entertainment Lotus: Use of Music Content  
Title: THE FIRST TAKE  
Advertiser: THE FIRST TAKE MUSIC  
Agency: TBWA\HAKUHODO

### **Gold**

- Branded Entertainment Lotus: Use of Interactive & Social Media  
Title: Pale Blue Letter  
Advertiser: Sony Music Labels Inc. / REISSUE RECORDS Inc.  
Agency: SIX Inc. / Hakuhodo Kettle Inc. / Hakuhodo Inc.

### **Silver**

- Design Lotus: Resilience Through Creativity  
Title: 30sOAP  
Advertiser: Dreams Inc.  
Agency: TBWA\HAKUHODO
- Effective Lotus: Effective Lotus: Campaign Success  
Title: THE FIRST TAKE  
Advertiser: THE FIRST TAKE MUSIC  
Agency: TBWA\HAKUHODO
- Film Craft Lotus: Animation (In-Camera or Digital)  
Title: Hair album  
Advertiser: Takara Belmont Corporation  
Agency: Hakuhodo Inc.
- Mobile Lotus: Video, Viral VDO & Interactive VDO  
Title: Record Music Video  
Advertiser: inMusic Japan K.K.  
Agency: HYTEK Inc.

## Bronze

- Design Lotus: Product Design: Consumer Products  
Title: 30sOAP  
Advertiser: Dreams Inc.  
Agency: TBWA\HAKUHODO
- Design Lotus: Product Design: Innovative & Sustainable Design  
Title: edish: Giving Eternal Life to Food Containers  
Advertiser: Marubeni Corporation  
Agency: Hakuhodo Inc.
- Film Lotus: Internet Film: Retail, Travel, Leisure & Communication Media  
Title: Guilty Free Festival  
Advertiser: Central Department Store Ltd.  
Agency: Wolf Bkk
- Print & Outdoor Craft Lotus: Use of Photography/Digital Image  
Title: Intoxicating Sounds Posters  
Advertiser: Japan Philharmonic Orchestra  
Agency: TBWA\HAKUHODO

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

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