

## **Hakuhodo Group and Hakuhodo DY Media Partners win 11 awards at Spikes Asia 2023, including a Grand Prix**

### **Take home a Gold in the Young Spikes Competitions as well**

Tokyo—March 17, 2023—The Hakuhodo Group and Hakuhodo DY Media Partners are pleased to announce that they picked up 11 awards, including a Grand Prix, at Spikes Asia 2023, one of Asia-Pacific's largest advertising festivals. The haul totaled one Grand Prix, two Gold Spikes, five Silver Spikes, and three Bronze Spikes.

The contest drew 3,005 entries this year. The 651 works that made it to the final judging round competed in 25 categories.

In addition, a team from the Hakuhodo Group won a Gold in the Young Spikes Competitions for young creators, in which teams of two representatives from each country compete.

Awards won

*Spikes Asia*

#### **Grand Prix**

- Music: Use of Original Composition  
Title: Journa-Rhythm  
Advertiser: The Asahi Shimbun Company  
Agency: TBWA\HAKUHODO

#### **Gold Spikes**

- Music: Strategic Partnership  
Title: Play Has No Limits Feat. Kenshi Yonezu  
Advertiser: Sony Interactive Entertainment Inc.  
Agencies: SIX Inc., Hakuhodo Inc., Hakuhodo Kettle Inc.
- Radio & Audio: Use of Music  
Title: Journa-Rhythm  
Advertiser: The Asahi Shimbun Company  
Agency: TBWA\HAKUHODO

## **Silver Spikes**

- Brand Experience & Activation: Use of Ambient Media: Large Scale  
Title: The Model City 1:1 Scale  
Advertiser: Shizuoka City  
Agencies: Hakuhodo Kettle Inc., dea inc.
- Creative Commerce: Sustainable Commerce  
Title: Kiyasuku / Easy to Wear, Just for You  
Advertiser: Co-wardrobe  
Agencies: Hakuhodo Kettle Inc., Hakuhodo Inc.
- Music: Brand or Product Integration into Music Content  
Title: Journa-Rhythm  
Advertiser: The Asahi Shimbun Company  
Agency: TBWA\HAKUHODO
- Outdoor: Special Build  
Title: The Snow Comic  
Advertiser: Shueisha Inc.  
Agencies: Hakuhodo Inc., TBWA\HAKUHODO
- Social & Influencer: Consumer Goods  
Title: #CIMARestore  
Advertiser: Nissan Motor Co., Ltd.  
Agencies: TBWA\HAKUHODO, Hakuhodo Product's Inc.

## **Bronze Spikes**

- Design: Rebrand / Refresh of an Existing Brand  
Title: The Model City 1:1 Scale  
Advertiser: Shizuoka City  
Agencies: Hakuhodo Kettle Inc., dea inc.
- Design: Posters  
Title: Here Comes Inter-High. 30 Sports × 30 Spots  
Advertiser: Otsuka Pharmaceutical Co., Ltd.  
Agency: Hakuhodo Inc.

- Entertainment: Use of Digital & Social  
Title: The Mainichi Newspapers AI Rapper  
Advertiser: The Mainichi Newspapers Co., Ltd.  
Agencies: Hakuhodo Inc., The Mainichi Newspapers Co., Ltd., Hakuhodo DY Media Partners Inc.

### *Young Spikes*

#### **Gold**

- Digital Competitions  
Ryosuke Nakanishi, Copywriter & Activation Planner, *Sei-katsu-sha* Experience Creative Division, Hakuhodo Inc.  
Hideyuki Tsushima, Business Planner, Business Design Division, Hakuhodo Inc.

#### **Silver**

- Media Competitions  
Yuto Nakajima, Experience Planner, *Sei-katsu-sha* Experience Creative Division, Hakuhodo Inc.  
Kairi Ogihara, Planner & Copywriter, Brand Transformation Creative Division, Hakuhodo Inc.
- Integrated Competitions  
Yutaro Nagata, Copywriter, Disruption Lab, TBWA\HAKUHODO  
Hikari Ono, Art Director & Designer, Disruption Lab, TBWA\HAKUHODO

#### **Bronze**

- PR Competitions  
Airi Miyasaka, Copywriter, Business Design Division, Kansai Office, Hakuhodo Inc.  
Kotaro Tamaru, Communication Planner, Business Design Division, Kansai Office, Hakuhodo Inc.

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