

Hakuhodo Group wins Grand Prix of the Year at MAD STARS 2023 Also nets 18 other awards, including 2 Grand Prix

Tokyo—September 22, 2023—Hakuhodo Inc., an integrated marketing and innovation company based in Tokyo, Japan, is pleased to announce that the Hakuhodo Group has won the highest award, Grand Prix of the Year, at this year's MAD STARS 2023 in Busan, Korea. The Group also won 2 Grand Prix, 3 Gold, 4 Silver, 5 Bronze and 4 Crystal*, for a total of 19 awards.

* Crystal is an award between Bronze and Finalist.

MAD STARS is an international advertising festival that combines creativity and technology. Held annually, in 2022 its name was changed from "AD STARS" to "MAD STARS," with "MAD" indicating "Marketing, Advertising, and Digital content."

This year the competition received over 20,000 entries from all over the world.

Awards won

Grand Prix of the Year

- SDGs (Sustainability Development Goals) Stars
Title: Shellmet (also sold under the name Hotamet)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO

Grand Prix

- Design Stars: Sectors: Cosmetic/Beauty/Clothing/Footwear & Accessories
Title: Shellmet (also sold under the name Hotamet)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO
- Place Brand Stars: City Brands (including province)
Title: The Model City 1:1 Scale
Advertiser: Shizuoka City
Agencies: Hakuhodo Kettle Inc. / dea inc.

Gold

- Innovation Stars: Sectors: Vehicles
Title: ProPILOT Mop
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO
- Outdoor Stars: Ambient
Title: The Model City 1:1 Scale
Advertiser: Shizuoka City
Agencies: Hakuhodo Kettle Inc. / dea inc.
- Film Stars: Film Craft: Direction
Title: A Train of Memories
Advertiser: Sotetsu Holdings Inc.
Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

Silver

- PR Stars: Practices & Specialism: Events & Experiential
Title: ProPILOT Mop
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO
- Place Brand Stars: City Brands (including province)
- Innovation Stars: Sectors: Cosmetic/Beauty/Clothing/Footwear & Accessories
Title: Shellmet (also sold under the name Hotamet)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO
- Film Stars: Film Craft: Script
Title: A Train of Memories
Advertiser: Sotetsu Holdings Inc.
Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

Bronze

- Outdoor Stars: Ambient
Title: ProPILOT Mop
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO
- PR Stars: Practices & Specialism: Corporate Reputation & Communication
Title: Shellmet (also sold under the name Hotamet)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO
- Film Stars: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets
- Entertainment Video Stars: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets
- Viral Video Stars: Sectors: Finance/Services/Entertainment & Leisure/Travel/Restaurants/Commercial Public Services/Pets
Title: A Train of Memories
Advertiser: Sotetsu Holdings Inc.
Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

Crystal

- Media Stars: Use of Media
Title: ProPILOT Mop
Advertiser: Nissan Motor Co., Ltd.
Agency: TBWA\HAKUHODO
- Viral Video Stars: Type: Long Form
Title: A Train of Memories
Advertiser: Sotetsu Holdings Inc.
Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.
- Outdoor Stars: Sectors: Distribution/Publication
Title: Hack the Rules
Advertiser: Kodansha Ltd.
Agency: TBWA\HAKUHODO

- Film Stars: Sectors: Distribution/Publication
Title: The Air Drummer
Advertiser: Robinson Department Store
Agency: Wolf BKK

■ 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, the company is the core agency of Hakuhodo DY Holdings, the world's 8th largest agency company according to *Ad Age's* "Agency Report 2023."

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 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

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