

## Hakuhodo Group wins slew of awards, including Grand Prix, at Spikes Asia 2024 Hakuhodo team also awarded in the Young Spikes Competitions

Tokyo—March 29, 2024—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is delighted to announce that the Hakuhodo Group has won 27 awards, including a Grand Prix (1 Grand Prix, 6 Gold, 7 Silver, 13 Bronze) at Spikes Asia 2024, one of the largest advertising festivals in the Asia-Pacific region.

In their 38th iteration this year, Spikes Asia 2024 drew 3,189 entries across 24 categories.

In addition, a team from the Hakuhodo Group won Bronze in the Young Spikes Competitions, in which two-member teams of young creators representing each country compete.

### Awarded works

#### SPIKES ASIA AWARDS

##### Shellmet (also sold under the name Hotamet)

- **Grand Prix** (Innovation: Innovation: Applied Innovation)
- **Gold** (Design: Products: Environmental / Social Impact)
- **Silver** (PR: Culture & Context: Cultural Insight)  
Advertiser: Koushi Chemical Industry Co., Ltd.  
Agency: TBWA\HAKUHODO

##### AIZOME WASTECARE™ Industrial Waste – Certified as Skincare

- **Gold** (Brand Experience & Activation: Brand Experience & Activation: Sectors: Consumer Services / Business to Business)
- **Silver** (Healthcare: Health & Wellness: Health Services & Corporate Communications: Corporate Image & Communication)
- **Bronze** (Design: Products: Innovative Solutions)
- **Bronze** (Industry Craft: Art Direction: Packaging Design)  
Advertiser: AIZOME  
Agencies: Hakuhodo Inc. / Serviceplan

## **AIZOME ULTRA™ – An Innovative Method to Create Textiles with Lasting Health Benefits**

- **Gold** (Innovation: Innovation: Applied Innovation)  
Advertiser: AIZOME  
Agencies: Hakuhodo Inc. / Serviceplan

### **ProPILOT Mop**

- **Gold** (Creative Strategy: Excellence in Creative Strategy: Live Brand Experience)
- **Bronze** (Creative Strategy: Partnerships & Perspectives: Partnerships & Sponsorship)  
Advertiser: Nissan Motor Co., Ltd.  
Agency: TBWA\HAKUHODO

### **A Train of Memories**

- **Gold** (Film: Online Film: Sectors: Travel, Leisure, Retail, Restaurants & Fast Food Chains)
- **Silver** (Entertainment: Entertainment: Fiction & Non-Fiction Film: Up to 5 Minutes)
- **Silver** (Film: Culture & Context: Local Brand)
- **Silver** (Film Craft: Production: Achievement in Production)
- **Silver** (Music: Excellence in Music: Use of Licensed / Adapted Music)
- **Bronze** (Film: Branded Content & Entertainment: Branded Content & Entertainment Film)
- **Bronze** (Film Craft: Production: Direction)
- **Bronze** (Film Craft: Post-Production: Visual Effects)  
Advertiser: Sotetsu Holdings Inc.  
Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

### **The Air Drummer**

- **Gold** (Film: Online Film: Sectors: Travel, Leisure, Retail, Restaurants & Fast Food Chains)
- **Silver** (Film: Online Content: Social Film)
- **Bronze** (Film: Culture & Context: Local Brand)
- **Bronze** (Film: TV/Cinema Film: Sectors: Travel, Leisure, Retail, Restaurants & Fast Food Chains)  
Advertiser: Robinson Department Store  
Agency: Wolf BKK

### **Wild Moment**

- **Bronze** (Film Craft: Production: Cinematography)
- **Bronze** (Film Craft: Production: Achievement in Production)  
Advertiser: Toyota Motor Corporation  
Agency: SIX Inc.

## Play Has No Limits feat. King Gnu

- **Bronze** (Film Craft: Post-Production: Animation)
- **Bronze** (Film Craft: Post-Production: Visual Effects)  
Advertiser: Sony Interactive Entertainment Inc.  
Agencies: SIX Inc., Hakuhodo Inc., Hakuhodo Kettle Inc.

## The Small Issue Front-Page

- **Bronze** (Print & Publishing: Print & Publishing: Sectors: Not-for-profit / Charity / Government)  
Advertiser: Women and Men Progressive Movement Foundation  
Agency: Spa-Hakuhodo Co., Ltd.

## YOUNG SPIKES COMPETITIONS

### Cheers Gift

- **Bronze** (Young Spikes PR Competition)  
Entrants: Yuto Nakajima (Hakuhodo Inc.), Yukie Takasu (Hakuhodo Inc.)

### ■ 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 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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