

Hakuhodo Group wins big at ADFEST 2024, including Grande Hakuhodo team also awarded at Young Lotus Workshop

Tokyo—April 4, 2024—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that the Hakuhodo Group has won 27 awards, including a best-of-section Grande Lotus, at ADFEST 2024. The Group received 1 Grande, the Innova Grande Lotus, 9 Gold, 9 Silver and 7 Bronze Lotuses.

In addition, a team from Hakuhodo received an award in the Young Lotus Workshop, where teams of two young creators selected from each country compete.

One of the premier advertising competitions in the Asia-Pacific region, ADFEST drew 1,587 entries from 23 cities this year.

Awarded works

ADFEST 2024 LOTUS AWARDS

A Train of Memories

- **Grande** (Film Craft Lotus: Other: Breakthrough in Production)
- **Gold** (Entertainment Lotus: Film: Fiction & Non-Fiction Film: Up to 5 Minutes)
- **Gold** (Film Craft Lotus: Production: Directing)
- **Gold** (Film Craft Lotus: Production: Production Design)
- **Gold** (Film Craft Lotus: Post-Production: Special Effects: In-Camera)
- **Gold** (Film Craft Lotus: Music & Sound: Use of Music Track)
- **Silver** (Film Craft Lotus: Production: Script)
- **Silver** (Film Lotus: Online Film: Online Film: Travel & Leisure)
- **Bronze** (Film Craft Lotus: Production: Costume Design)
- **Bronze** (Film Craft Lotus: Production: Casting)

Advertiser: Sotetsu Holdings Inc.

Agencies: good design company / SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

Shellmet (also sold under the name Hotamet)

- **Grande Innova Lotus** (Innova Lotus: Innova Lotus: Sustainable Innovation)
- **Gold** (Design Lotus: Product Design: Product Design: Sustainable Design)
- **Gold** (PR Lotus: Implementation: Corporate Image & Corporate Social Responsibility)
- **Silver** (Sustainable Lotus: Environment: Energy, Sanitation & Sustainable Communities)
Advertiser: Koushi Chemical Industry Co., Ltd.
Agency: TBWA\HAKUHODO

The Air Drummer

- **Gold** (Film Lotus: Online Film: Online Film: Retail)
- **Silver** (Digital & Social Lotus: Film & Series: Social Film)
- **Silver** (Effective Lotus: Effective Lotus: Campaign Success)
Advertiser: Robinson Department Store
Agency: Wolf BKK

Go for Launch

- **Gold** (Effective Lotus: Effective Lotus: Collaboration & Partnership)
- **Silver** (Effective Lotus: Effective Lotus: Campaign Success)
Advertiser: CP Chicken
Agency: Wolf BKK

Play Has No Limits feat. King Gnu

- **Silver** (Digital Craft Lotus: Design: Digital Illustration & Image Design)
- **Bronze** (Film Craft Lotus: Post-Production: Special Effects: Digital Visual Effects)
Advertiser: Sony Interactive Entertainment Inc.
Agencies: SIX Inc., HakuHodo Inc., HakuHodo Kettle Inc.

Wild Moment

- **Silver** (Film Craft Lotus: Production: Cinematography)
- **Bronze** (Film Craft Lotus: Other: Breakthrough in Production)
Advertiser: Toyota Motor Corporation
Agency: SIX Inc.

Chase Your Light

- **Bronze** (Film Craft Lotus: Post-Production: Special Effects: In-Camera)
Advertiser: Hyundai Mobility Japan
Agency: Hakuhodo Inc.

AIZOME WASTECARE™ Industrial Waste – Certified as Skincare

- **Silver** (PR Lotus: Implementation: Corporate Image & Corporate Social Responsibility)
- **Bronze** (Design Lotus: Packaging Design: Packaging Design: Consumer Products)
Advertiser: AIZOME
Agencies: Hakuhodo Inc. / Serviceplan

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

- **Bronze** (Sustainable Lotus: Economic: Innovation, Infrastructure & Institutions)
Advertiser: AIZOME
Agencies: Hakuhodo Inc. / Serviceplan

YOUNG LOTUS WORKSHOP

The Light Message

- Popular Vote
Entrants: Kanon Takahashi (Hakuhodo Inc.), Takuya Miyazaki (TBWA\HAKUHODO)

■ About Hakuholdo

Founded in 1895, Hakuholdo 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 Hakuholdo 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 Hakuholdo'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. Hakuholdo 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, Hakuholdo 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, Hakuholdo 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.hakuholdo-global.com

Media contacts:
Corporate Public Relations Division
koho.mail@hakuholdo.co.jp