

Hakuhodo Tames 3 Lions at the 53rd International Advertising Festival at Cannes

Tokyo – July 3, 2006 – Hakuhodo has ended its Cannes Lions 2006 campaign with a Promo Lion for its Tyrant Habanero ‘Loser’ Campaign for Tohato Inc., a Silver Lion in the film category with its Humanity campaign for Toyota Motor Corporation, and a Bronze Lion in the media category for it’s A Fitting Advertisement (INDIVI) work produced in collaboration with Hakuhodo DY Media Partners for World Co., Ltd.

Cannes Lions, now in its 53rd year, is the world’s most prestigious advertising festival. With the addition of a newly minted promotion category, Lions are now awarded in nine categories (film, press, outdoor, direct, media, cyber, radio, titanium and promo). This year, 81 countries fielded a total of 24,862 entries, up almost 12.5% on the previous year (9.7% if the new promo category is disregarded).

- ◆ **Promo Lion-winning entry**

The Promo Lion-winning Tyrant Habanero ‘Loser’ Campaign was an effort for Tyrant Habanero, a super spicy snack made with habanero chilies, said to be the hottest in the world. The tyrant is cruel: based on this ad concept we set up a sadistic lottery campaign, through which one customer would be selected, not to be the winner, but as the sole loser of the whole game. The campaign was applauded for piquing young people’s curiosity with the chance to make someone a loser, and for developing a new take on an old staple, the promotional gift campaign. The awful gifts the loser was to receive, including the Useless T-Shirt with no neck, and the Ultra Fine Bristle Toothbrush with just one bristle, also grabbed the judges’ attention.

Client: Tohato Inc.

Product: Tyrant Habanero

Entry title: Tyrant Habanero ‘Loser’ Campaign

Credits:

Creative Director	Masaru Kitakaze (Hakuhodo)
Art Director	Katsuhiko Suzuki (Hakuhodo)
Copywriter	Kenji Saito/Taku Tsuboi (Hakuhodo)
Designer	Kimie Fujitsuna/Ryo Kadowaki (Hakuhodo)
Agency Producer	Jumpei Satsuma (Hakuhodo)



- ◆ **Film Silver Lion-winning entry**

The award-winning Humanity corporate advertisement used quirky creative to convey Toyota's safety and reliability. By substituting people for various car parts including the car seat, seatbelts and airbags, we expressed Toyota's meticulous attention to customer service and hospitality, in a humorous way.

Using British directing unit Ne-o, we were able to create a unique world enhanced by music steeped in originality. The advertisement's "human touch" tagline perfectly expressed Japan's renowned attentiveness to customers, as well as Toyota's advanced technology and policy of protecting and supporting the driver in every way.

Client:	Toyota Motor Corporation	
Product:	Toyota cars	
Entry title:	Humanity	
Credits:		
	Creative Director	Hideyuki Tanno/Tetsuya Tokimatsu/ Masahiko Ishii (Hakuhodo)
	Copywriter	Tetsuya Tokimatsu (Hakuhodo)
	Art Director	Hideyuki Tanno/Kahori Nakatani (Hakuhodo)
	Agency Producer	Yasuyuki Kubota (Hakuhodo Product's)
	Production Company	STINK, Hakuhodo Product's
	Director	Ne-o (STINK)
	Producer	Juliet Naylor (STINK)

D.O.P/Lighting	
Cameraman	Mattias Montero
Editor	Tim Thornton-Allan
Music	Sound Tree
Account Supervisor	Hideki Nakamura/Kiyoshi Ito/Keiichi Ishida (Hakuhodo)



♦ **Media Bronze Lion winning entry**

This award-winner was an outdoor media advertisement using a huge 10.8 m x 3.65 m mirrored space to present the latest collection from World's INDIVI fashion brand. Just walking alongside, passersby could “try on” various outfits in the mirror. It was a “wearable advertisement” designed to pull shoppers into a wonderland, allowing them to ascertain the fit of the clothes in a way not possible just looking at them in a magazine or store. The installation was given high marks for its novel idea that extended the possibilities of the media, the additional hype it won through widespread publicity, and the contribution it made to increasing INDIVI's sales.

Client: World Co., Ltd.
 Brand: INDIVI
 Entry title: A Fitting Advertisement
 Credits:

Media Producer	Madoka Hosoya/Sadaaki Yamamuro (Hakuhodo DY Media Partners)
Creative Director	Kazufumi Nagai (Hakuhodo Design) Koji Ando (Hakuhodo)
Art Director	Go Hosokawa (Hakuhodo)
Copywriter	Junpei Watanabe (Hakuhodo)
Agency Producer	Satoru Kakutani (Hakuhodo)
Producer	Tomohiro Tashiro (Hakuhodo Product's)
Photographer	Chikako Aono (Hakuhodo Product's)

A Fitting Advertisement

CHALLENGE
 FIT*INDIVI is a clothing brand targeted at young career women. Since its launch 10 years ago, competition has intensified. Our task: Enhance the brand image of individuality in a sophisticated way.

SOLUTION
 * Utilize OOH media, an important touchpoint for our target, to create a new experience of FIT*INDIVI.
 * We built a point system that allowed passersby to stop and look at themselves wearing FIT*INDIVI clothes. We installed the system in a new media district where our target works and shops.

RESULT
 \$40,000 production costs achieved media coverage valued at \$100,000. During the campaign period, sales rose 10% over previous year.

INDIVI

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About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. (www.hakuhold.jp) is the second largest advertising company in Japan, and the tenth largest core agency in the world according to *Advertising Age's* agency report 2006. Today, innovation and creativity are still at the heart of its operations. Hakuhold shares with its clients an unmatched depth of knowledge about the relationship between people and brands – knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhold pioneered in advertising. Through its global network, Hakuhold provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhold has 64 offices in 16 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuhold'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. Hakuhold introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuhold is one of three advertising agencies under the umbrella of Hakuhold DY Holdings Inc. (TSE: 2433) (<http://www.hakuholdody-holdings.co.jp/english/index.html>) a holding company which was established in 2003 through the management integration of Hakuhold Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. Hakuhold DY Holdings Inc. was listed on the first section of Tokyo Stock Exchange in 2005.