

Hakuhodo Lands Winner Statues at London International Advertising Awards

Tokyo—November 8, 2006—Hakuhodo has been awarded Winner Statues at the London International Advertising Awards in the Television/Cinema: Corporate category for its “Humanity” TV commercial for Toyota Motor Corporation, and in the Interactive Media—Online Advertising: Email Advertising category for its “Para-Para Lake” e-mail advertisement for GE Consumer Finance Co., Ltd.

Inaugurated in 1986, the London International Advertising Awards present statues in eight categories: Television/Cinema, Print, Poster & Outdoor, Radio, Interactive Media—Websites, Interactive Media—Online, Integrated Media, and Design. Winner Statues are presented in each sub-category and Grand Prizes to overall category winners (if any).

Awarded works

- **Television/Cinema: Corporate**

Client:	Toyota Motor Corporation	
Entry title:	“Humanity”	
Credits:		
	Creative Directors:	Hideyuki Tanno/Tetsuya Tokimatsu/ Masahiko Ishii (Hakuhodo)
	Copywriter:	Tetsuya Tokimatsu (Hakuhodo)
	Art Directors:	Hideyuki Tanno/Kahori Nakatani (Hakuhodo)
	Agency Producer:	Yasuyuki Kubota (Hakuhodo Product’s)
	Production Manager:	Kai Gima (Hakuhodo Product’s)
	Production Companies:	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 Supervisors: Hideki Nakamura/Kiyoshi Ito/Keiichi Ishida
(Hakuhodo)

Post Production Producer: Jonathan Davis



• **Interactive Media—Online Advertising: Email Advertising**

Client: GE Consumer Finance Co., Ltd.

Entry Title: "Para-Para Lake"

Credits:

Creative Directors: Junya Masuda (777 interactive)/Tadaaki Harada (Hakuhodo i-studio)

Copywriter: Junya Masuda (777 interactive)

Art Director: Tadaaki Harada (Hakuhodo i-studio)

Production Company: Hakuhodo i-studio, Inc.

Designers: Shigeki Takeguchi/Takanobu Otsuka (Hakuhodo i-studio)

Producer: Norie Kamogawa (Hakuhodo i-studio)

Account Supervisors: Masaru Tomizuka/Haruko Itaya/Yukiko Hoshino (Hakuhodo Inc.)

Reference

<http://www.777interactive.jp/awards/2006/mail/e/index.html>



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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.hakuholddy-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.