

Hakuhodo Scoops Up Best of TVCM and Gold Awards at the Times Asia-Pacific Advertising Awards

Tokyo—January 29, 2006—Hakuhodo has won Best of the TVCM and Gold awards at the 17th Times Asia-Pacific Advertising Awards. Hakuhodo's "Humanity" commercial for Toyota Motor Corporation was named the best TV commercial among entries in 23 sections, while "Dried Kelp and Squid" for Ajinomoto Co., Inc. took the Transport Gold in the Outdoor category.

The Times Asia-Pacific Advertising Awards were launched by Taiwan's China Times Group in 1980, and have developed into a venue for interaction between advertising people across the Asia-Pacific region. Awards are presented in four categories; TV, Print, Outdoor and Online.

The award-winning works

- **Best of the TVCM (TV category)**

Client:	Toyota Motor Corporation
Entry title:	"Humanity"
Credits:	
Creative Directors:	Hideyuki Tanno/Tetsuya Tokimatsu/ Masahiko Ishii (Hakuhodo)
Copywriter:	Tetsuya Tokimatsu (Hakuhodo)
Art Directors/Planners:	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:	Mattias Montero



• **Transport Gold (Outdoor category)**

Client: Ajinomoto Co., Inc.

Entry title: "Dried Kelp and Squid"

Credits:

Creative Directors: Kazushi Taniichi (Hakuhodo)

Copywriter: Takayoshi Kobayashi (Hakuhodo)

Art Directors: Kazushi Taniichi, Tomokazu Seki (Hakuhodo)

Camerman: Hitoshi Ote (amana)

Photographic Studio: amana

Designers: Tomokazu Seki, Yasuhiko Kozuka (Hakuhodo), Naoki Kenma, Takuma Horikawa (amana), Keiko Okada (OOPARTS)



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■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. (www.hakuhodo.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. Hakuhodo 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 Hakuhodo pioneered in advertising. Through its global network, Hakuhodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhodo has 64 offices in 16 countries/regions, and approximately 5,000 employees.

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 our commitment to a comprehensive, 360-degree perspective on consumers' lives.

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