

Hakuhodo AdFest 2007's Only Double Best of Show Winner

Agency scoops 2 Best of Shows, 2 Gold, 1 Silver and
2 Bronze Lotuses

Tokyo—March 26, 2007—Hakuhodo has been presented with two Best of Shows at Asia Pacific Advertising Festival (AP AdFest) 2007. “Humanity” for Toyota Motor Corporation was awarded the Best of Film, while “Oxyride Manned Airplane Project” for Matsushita Electric Industrial Co., Ltd. scooped Best of Contagious. Hakuhodo was the only advertising agency to be awarded two Best of Shows this year.

“Humanity” also won the Gold Lotus for Film, and “Oxyride Manned Airplane Project” the Silver Lotus in the 360 category, which was newly introduced this year to recognize integrated campaigns.

Hakuhodo was also awarded a Bronze Lotus in Film for its “Winning Eleven” campaign for Konami, as well as two awards in the Cyber category: a joint Silver Lotus with Hakuhodo DY Media Partners for “Akarium Call” for Omotesando Keyaki-Kai, and Bronze Lotus for “Loft Halloween Show!” for The Loft Co., Ltd.

• About the Best of Film and Gold Film Lotus winner

“Humanity,” a corporate commercial for Toyota Motor Corporation, uses quirky creative to highlight the automaker’s attention to safety and reliability. Substituting people for car seats, seatbelts, airbags and other car parts, the commercial humorously depicts Toyota’s service and hospitality-mindedness reaching into every aspect of the driving experience. British directing unit Ne-o was charged with creating a unique world within the commercial, which is superbly complemented by a highly original soundtrack. The advertisement’s “human touch” tagline perfectly expresses 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

Category: Toyota cars

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 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)

• **About the Best of Contagious and Silver 360 Lotus winner**

They pack a punch far greater than ordinary alkaline batteries, but to the eye there is nothing to distinguish them any other battery. The challenge, then, was how to convincingly demonstrate the power of Panasonic's new Oxyride batteries and imprint the brand in the minds of consumers as a product that makes dreams come true?

How about the challenge of putting a man in the air? Flight: an impossible dream of almost all human history, and as grand and as easy to identify with a dream as could be imagined.

But was the team up to the challenge of actually making it happen with batteries? By reporting the team's progress in real-time from start to finish, we allowed people all round the world the opportunity of get in on the challenge, making the project a shared experience. As word spread, the project snowballed into a massive campaign for Oxyride.



Website



Takeoff!



Graphic ad



TV commercial

Client: Matsushita Electric Industrial Co., Ltd.
 Product: Oxyride batteries
 Entry title: Oxyride Manned Airplane Project
 Credits:

Producer: Yasuyuki Oka (Matsushita)
 Creative Directors: Katsunori Tsuyama/Satoru Yokoyama (Matsushita)/Toshikazu Ieda (Hakuhodo)
 Commercial Planners: Toshiya Inoue (Matsushita)/Kan Ishii/Kosuke Masuda (Hakuhodo)
 Art Directors: Kei Mori (Matsushita)/Akio Komori (Hakuhodo)
 Designer: Katsuki Nagase (Hills)
 Copywriter: Noboru Yamauchi (Hakuhodo)
 Photographer: Takahito Sato
 Promotion Directors: Kyoko Someya/Masanori Yokono (Hakuhodo)
 Promotion Planner: Takehito Maiya (Hakuhodo)
 Website Director: Takashi Ishizu
 Production Producer: Shoji Matsui (HAT)
 Commercial Director: Yuji Oishi (HAT)
 Documentary Production: Socket
 Account Supervisors: Yasuo Endo/Seiichiro Shinde/Junichi Sawaguchi/Fumio Onchi (Hakuhodo)
 Project Members: Tokyo Institute of Technology, TIT's Meister Club

• **About the Gold Cyber Lotus winner**

The Akarium Call Project put a new twist on the relationship between people and lighting. Participants in this “mobile network illumination event” were able to change the lighting enveloping the Omotesando shopping precinct with nothing but their natural voices.

Simply dialing the Akarium Call number and leaving a message, the colors of the street lighting changed in line with the cadences of their voices. Livecams connected to the Internet let people all over Japan and around the world take part in this exciting promotion.

Co-producer Hiroshi Hori categorized the work as, “A novel experiment in crossing the real with the virtual that points the way forward for cyber creativity.”



Client:	Harajuku Omotesando Keyaki-Kai (shopping district promotion cooperative)
Product:	Omotesando Akarium
Entry title:	Akarium Call
Credits:	
Producers:	Hiroshi Hori/Yoshibumi Hayashi (Hakuhodo)
Planners:	Shuichi Saito/Sanshiro Shimada/Shinpei Sakano (Hakuhodo DY Media Partners)
Creative Director:	Junya Masuda (777 interactive)
Copywriter:	Genki Kimura (Hakuhodo)
Art Director:	Rikako Nagashima (Hakuhodo)
Planners:	Junya Masuda (777 interactive)/Kensuke Senbo (Zoolib)/Ryoji Tanaka (Semitransparent Design)
Technical Directors:	Kensuke Senbo (Zoolib)/Toshiyuki Sugai (Semitransparent Design)
Director:	Hiroo Suzuki (Kayac)
Designers:	Shuhei Kamiya/Satomi Nozaki/Yosuke Doke (Kayac)

- **About the other award winners**

- Bronze Film Lotus winner:

- ”Winning Eleven” campaign for Konami Co., Ltd.

- Bronze Cyber Lotus winner:

- ”Loft Halloween Show!” for The Loft Co., Ltd.

- **About Asia Pacific Advertising Festival**

Known as the Cannes of Asia and one of the most influential advertising festivals in the region, AdFest marked its 10th year in 2007. This year, organizers introduced three new categories—Contagious Lotus for Innovation for advertising with great ideas that shook the market, 360 Lotus for integrated campaigns featuring a variety of media and Radio Lotus—bringing the number of categories to 10. In total, there were 5,012 entries (up 6% on 2006) from 48 cities in the Asia/Pacific region.

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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.