

Hakuhodo Reels in Asian Advertising Awards' Platinum Spike (Best of the best)

Agency scoops 1 Platinum, 1 Gold, 2 Silver and 1 Bronze Spikes

Tokyo—May 01, 2007—Hakuhodo's "Oxyride Manned Airplane Project" campaign for Matsushita Electric Industrial Co., Ltd. scooped the Platinum Spike (Best of the Best) and Gold Spike at Asian Advertising Awards 2007, held from April 25–27 in Bali, Indonesia. The Platinum Spike is the Awards' highest accolade, presented to the best work of any category and selected only from Gold winners. This year's Platinum Spike was selected from four best of category Gold winners.

In addition, Hakuhodo's "Humanity" commercial for Toyota Motor Corporation took Silver Spike in the TV category and Silver Spike and Bronze Spike in the TV Craft category.

The Asian Advertising Awards, also known as the Spikes, was launched in 1986 by Hong Kong-based *Media* magazine. This year, the event drew upwards of 4,700 entries, in a total of 13 categories: Digital, Digital Campaign, Radio, Print, Print Campaign, Print Craft, Outdoor, Outdoor Campaign, TV, TV Craft, TV Campaign, Direct Mail, and Campaign (Integrated).

About the Spike winners

- **Platinum Spike (Best of the best) and Gold Spike (Campaign category)**



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

• **Silver Spike (TV category) and Silver Spike/Bronze Spike (TC Craft category)**



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)

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Contact:

Corporate Public Relations Division

Ushio Hirasawa: USHIO.HIRASAWA@hakuhodo.co.jp

Mariko Fujimoto: MARIKO.FUJIMOTO@hakuhodo.co.jp

Tel: +81-(0)3-5446-6161 Fax: +81-(0)3-5446-6166

■ 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.