

## Hakuhodo Nets Cannes 2007 Promo Lion and Bronze Lions in Film, Cyber and Media

Tokyo—June 29, 2007—Hakuhodo has walked off with 5 awards from Cannes 2007, the 54th International Advertising Festival. “Oxyride Manned Airplane Project” for Matsushita Electric Industrial’s Oxyride batteries received two awards: the Promo Lion for Event Marketing and a Bronze Film Lion. “Akarium Call Project” for Omotesando Keyaki-Kai bagged a Bronze Media Lion; while “Squeeze” for Coca-Cola (Japan)’s Minute Maid and “The Handshake Company” for Microsoft’s MSN Internet portal each won Bronze Cyber Lions. “Oxyride Manned Airplane Project,” which picked up a Bronze Film Lion, was the sole Japanese award winner in this category.

Now in its 54th year, the Cannes International Advertising Festival is the world’s most prestigious advertising fest. From 2007, the Titanium section recognizing ideas was renamed Titanium & Integrated Lions, giving a total of 9 Lions sections (Film, Press, Outdoor, Direct, Media, Cyber, Radio, Titanium & Integrated, and Promo). The Festival received 25,660 entries from 80 countries in 2007 (up 3.2% on 2006). The Promo section drew 786 entries, the Film section 4,474 entries, the Cyber section 2,711 entries and the Media section 1,661 entries.

### About the award winning works

- **The Promo Lion and Bronze Film Lion winner**

Oxyride batteries: They pack a punch far greater than ordinary alkaline batteries, but to the eye there is nothing to distinguish them from 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.

Our answer was to take up the real challenge of really putting a man in the air in a battery-powered airplane. It was a dream at once grand and easy to identify with. By reporting the team’s real-time progress from start to finish, we allowed people all round the world the opportunity of getting involved with the challenge simultaneously, creating a shared experience. As the word spread, the project snowballed into a massive campaign involving countless people.

Client: Matsushita Electric Industrial Co., Ltd.

Product: Oxyride batteries

Entry title: Oxyride Manned Airplane Project



Website



Takeoff!



Graphic ad



TV commercial

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: Takehiko Maiya (Hakuhodo)  
Web Site Director: Takashi Ishizu  
Production Producer: Toru Sugawara/Shoji Matsui (HAT)  
Commercial Director: Yuji Oishi/Kaoru Yamaguchi (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

• **Bronze Cyber Lion Winner**

Client: Coca-Cola (Japan) Co., Ltd.  
Product: Minute Maid  
Entry Title: Squeeze

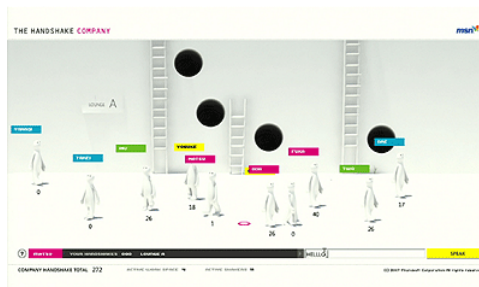


Credits:

Creative Director: Hideaki Sakuma (Hakuhodo)  
Copywriter: Hideaki Sakuma (Hakuhodo)  
Planners: Hideaki Sakuma (Hakuhodo)  
Junya Masuda (777interactive)  
Web Site Producer: Takashi Koromatsu (cherup)  
Cameraman: Ryuichi Kataoka (VONS)  
Designer: Ryo Kuroda (Bizart)  
Programmer: Makoto Murakami (Bizart)  
Sound Producer: Norie Miyahara (sin.inc)  
Sound creator: Hiroshi Mizuide (sin.inc)  
Producers: Masaaki Fukuoka/Noboru Inoue  
(Hakuhodo)  
Genya Sunouchi (Hakuhodo DY Media  
Partners)  
Account Supervisors: Masato Igarashi, Mayumi Okabe, Kenji  
Ida (Hakuhodo)

• **Bronze Cyber Lion Winner**

Client: Microsoft Corporation  
Product: MSN (Internet portal)  
Entry Title: The Handshake Company



Credits:

Chief Creative Director: Masaaki Fukuoka (Hakuhodo)  
Chief Producer  
Corporation: Yosuke Minamizaki (Tohokushinsha  
Film)

Assistant Producer  
 Corporation: Mariko Watanabe (Tohokushinsha Film)  
 Director Corporation: Yoshihiro Matsuoka (Tohokushinsha Film)  
 Creative Director: Yuji Mizuto (Imaginative)  
 Designer: Yosuke Fukasawa (Imaginative)  
 Media Architect: Yukinori Nakayama (Microsoft)  
 Account Executive: Miki Suemasa (Microsoft)  
 Producers: Noboru Inoue (Hakuhodo)  
 Genya Sunouchi (Hakuhodo DY Media Partners)

• **Bronze Media Lion Winner**

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/Shimpei Sakano (Hakuhodo DY Media Partners)  
 Creative Director: Junya Masuda (777interactive)  
 Copywriter: Genki Kimura (Hakuhodo)  
 Art Director: Rikako Nagashima (Hakuhodo)  
 Planners: Junya Masuda (777interactive)/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)

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#### ■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. ([www.hakuhodo.jp](http://www.hakuhodo.jp)) is the second largest advertising company in Japan, and the ninth largest core agency in the world according to *Advertising Age's* agency report 2007. 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.