

Hakuhodo scoops up multiple awards at London International Awards

Tokyo—November 16, 2007—Hakuhodo has received several awards for its work at the London International Awards. The agency received two Gold awards: one in the Package Design category for its “Paper Bubble Wrap,” a new wrapping material it created for the Fuji Television Network program “New Design Paradise”, the other in the TV/Cinema category for its Asience Shampoo “Hairy Tale” TV commercial for Kao Corporation.

The agency also received Silver accolades for its Goma-Mugi Tea “Fireman” TV commercial in the TV/Cinema category, and its Akarium Call Project carried out in collaboration with Hakuhodo DY Media Partners for Harajuku Omotesando Keyaki-kai, a member of the Federation of Shopping Center Promotion Associations, in the Digital Media category.

The London International Awards were inaugurated in 1986 to recognize excellence in advertising. Awards are given in the eight categories of Design, Digital Media, Integrated Media, Package Design, Poster & Outdoor, Print, Radio and TV/Cinema.

About the award-winning works

- **Gold: Package Design (Special Packaging)**

Client: Fuji Television Network, Inc. (for “New Design Paradise” program)/ Amuse, Inc.
Entry title: Paper Bubble Wrap: Cherry Blossom, Tidal Wave, Autumn Leaves, Snowflake
Credits:

Creative Director: Kotaro Hirano (Hakuhodo)
Art Director: Kotaro Hirano (Hakuhodo)



Example of use

• **Gold: TV/Cinema (Animation)**

Client: Kao Corporation
 Entry title: Asience: Hairy Tale
 Credits:

Executive Creative Director:	Toshiya Kono (Hakuhodo)
Copywriters:	Jonathan Padfield/ Annarita Colombo
Art Director:	Shuichi Hirata
Agency Producer:	Hiroko Ishii (Hakuhodo)
Production Companies:	Aoi Advertising Promotion Inc./ Production I.G.
Executive Producer:	Tsugihiko Fujiwara
Producer:	Ryuji Mitsumoto
Director, Character Designer, Key Animator:	Kazuto Nakazawa
Animation Company:	Production I.G.
Editor:	Junichi Uematsu
Music Arranger:	Yoshihiro Ike



Silver: TV/Cinema (Non-Alcoholic Beverages)

Client: Suntory Ltd.
 Entry title: Goma-Mugi Tea: Fireman
 Credits:

Creative Directors:	Shin Takaue (Suntory)/ Hiroyuki Nagami (Hakuhodo)
Agency Producer:	Eriko Shinohara
Production Company:	Aoi Advertising Promotion Inc.
Producers:	Hazime Usioda/ Ippei Ishibashi
Director:	Hirotoishi Yagi
Directors of Photography:	Shuhei Umene/ Junichi Kato/ Takayuki Shida
Lighting Director:	Keisuke Kamijo
Editing/Computer Graphics Facility:	Digital Garden Inc.



• **Silver: Digital Media (Weird Wonderful Work)**

Client: Harajuku Omotesando Keyaki-kai, Federation of Shopping Center Promotion Associations

Entry title: Akarium Call Project

Credits:

Creative Director:	Junya Masuda
Copywriter:	Genki Kimura (Hakuhodo)
Art Director:	Rikako Nagashima (Hakuhodo)
Designers:	Syuhei Kamiya/ Satomi Nozaki
Programmers:	Syuhei Kamiya/ Yosuke Doke
Technical Directors:	Kensuke Sembo/ Toshiyuki Sugai
Producers:	Hiroshi Hori/ Yoshibumi Hayashi (Hakuhodo)
Director:	Hiroo Suzuki
Sound Designer:	Ikuo Uchida
Planners:	Junya Masuda/ Kensuke Sembo/ Ryoji Tanaka



###

Media contacts:

Corporate Public Relations Division

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

Chie Nishio: CHIE.NISHIO@hakuhodo.co.jp

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

■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. (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 67 offices in 18 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.