

## Hakuhodo's Team Tokyo Bags AdFest Young Lotus Award Again in 2008

Tokyo—March 31, 2008—The Hakuhodo pair Kentaro Harano and So Yamada, representing Japan, has won the Young Lotus award at Asia Pacific Advertising Festival (AdFest) 2008. The win represents two in a row for Hakuhodo, after a Hakuhodo-TBWA \ Hakuhodo pair took out the award for young creators last year.

The Young Lotus competition pits against each other national teams comprised of an art director and a copywriter, both aged under 30, that are selected by the national advertising associations of each country in a stringent qualifying process. Their mission: to produce in 24 hours a 60" TV commercial based on a brief they first receive at the festival.

This year, the 13 participating Asian national teams were set the challenge of creating a commercial on the theme "Ban the Bag," or outlawing plastic shopping bags. The Harano-Yamada work likened the bang made by a blown-up shopping bag being popped with gunfire, and showed people being "shot" one after another. The commercial's powerful message that identified something we have all done at some time as a matter of life and death was praised by the judges.

"We are so happy to have won this award. The key was to put the limited time to the most effective use," said Harano, one half of the winning duo. "Actually, it took a while to come up with our plan, so we were really starting to feel the pressure. But we just kept honing it, and didn't let up till we had the commercial we wanted" added Yamada. "When you see it, it surprises and packs quite a punch. It is built around a single symbol, and you want to see it again," Harano continued. "Just like they wanted in brief they gave us at the outset," agreed Yamada.

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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 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 which, together with integrated media company Hakuhodo DY Media Partners, come under the umbrella of Hakuhodo DY Holdings Inc. (TSE: 2433) (<http://www.hakuhodody-holdings.co.jp/english/index.html>). Hakuhodo DY Holdings Inc., a holding company that was established in 2003 through the management integration of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc., was listed on the first section of Tokyo Stock Exchange in 2005.