

Hakuhodo hauls INNOVA Lotus, 2 Gold, 1 Silver and 2 Bronze at AdFest 2008

Tokyo—April 16, 2008—Hakuhodo and its affiliates have picked up some of the top awards at Asia’s most prestigious advertising festival, the Asia Pacific Advertising Festival (AdFest), celebrating its 11th year in 2008. Hakuhodo Kettle’s “Color Tokyo!” work for Sony ‘s BRAVIA has won the INNOVA* Lotus, as well as Gold and Silver in the Cyber category, and Silver in the Outdoor category. Hakuhodo’s “Desperate Entry Exam” for Tohato Inc.’s Tyrant Habanero snack also picked up Gold in the Cyber category.

Color Tokyo! received accolades for innovation transcending its category, while Desperate Entry Exam was acclaimed for its web quiz format and high game interest.

Elsewhere, Hakuhodo’s “Fireman” work for Suntory Ltd.’s Goma Mugicha tea beverage won Bronze in the TV category, while Hakuhodo/Hakuhodo DY Media Partners won Bronze in the Cyber category for their own corporate recruitment web site, ugokasu.com.

About the award-winning worksInnova Lotus, Cyber Gold (Website: Consumer), Outdoor Silver (Ambient/Guerilla/Live theatre), Cyber Silver (Integrated cyber campaign)

Client: **Sony Marketing Japan**

Product: BRAVIA

Entry title: Color Tokyo!

Credits:

Creative Directors: Kentaro Kimura (Hakuhodo Kettle); Junya Masuda (777 interactive); Hisashi Fujii (Hakuhodo)

Planners: Kazuaki Hashida (Hakuhodo Kettle); Ikuko Ota

* The INNOVA Lotus award was created to recognize ground-breaking concepts that represent genuine innovation, have high talk-value and create a dramatic impact on the market.

(Hakuhodo)

Art Directors: Ryoji Tanaka (SEMITRANSSPARENT DESIGN);
Ken Funaki (Hakuhodo Kettle)

Technical Director: Shunsuke Sugai (SEMITRANSSPARENT
DESIGN)

Agency Producers: Toshi Morikawa (Hakuhodo Kettle); Mitsutoshi
Sakamoto, Taizo Ota (Hakuhodo)

Designers: Koshiro Futamura (tha); Keisuke Mochizuki
(Salad)

Copywriter: Tomoki Harada (Hakuhodo)

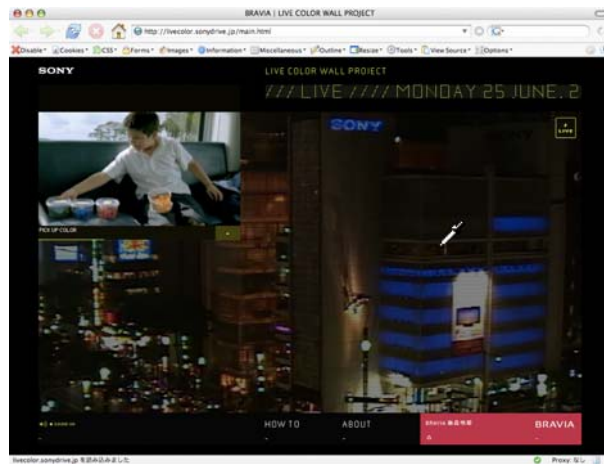
IMC Planner: Takuya Takahashi (Sony Marketing Japan)

Coordinators: Hikaru Tokuyama, Shingo Yamaguchi, Mitsuru
Kowashi (TOW)

Technical Support: Shingo Mori, Shinya Takano (Feel Design)

System Manager: Yoshio Suzuki (Kayac)

Production: 777 interactive + SEMITRANSSPARENT
DESIGN + tha + TOW + Feel Design + Kayac +
Salad



Color Tokyo! was an interactive work that blurred the lines of the cyber and real worlds. Participants could draw a favorite color from commercial and video images playing on the web site into a virtual eyedropper, drop it onto live footage of Sony Building showing on their screens, and look on as the walls of Sony's Ginza flagship actually changed to their chosen color! The walls of Sony Building are embedded with LEDs capable of reproducing more than 1,600 different hues, enabling the whole world to discover new colors and literally paint a Tokyo streetscape in their own choice of color. The effort was intended to give a real experience of BRAVIA's "Color is Magic" campaign,

- **Cyber Gold (Games)**

Client: **Tohato**
Product: Tyrant Habanero
Entry title: World Worst WAR!
Credits:

Executive Creative	
Director:	Masaru Kitakaze (Hakuhodo)
Creative Director:	Katsuhiko Suzuki (Hakuhodo)
Art Director:	Katsuhiko Suzuki (Hakuhodo)
Copywriters:	Kenji Saito (Honshitsu); Taku Tsuboi (Hakuhodo)
Designers:	Ryo Kadowaki (Mokuba); Yuki Kakizaki (Hakuhodo)
Technical Director/ Animator:	Kyohei Tsuji (Crossing)
Game Designers:	Kyohei Tsuji, Mio Nakano (Crossing)
Programmer:	Yoshiharu Ishibashi (Tasklab)
Agency Producers:	Yoshinori Wako, Junpei Satsuma (Hakuhodo)
Producer (Video Content):	Susumu Shinkai (Hakuhodo Product's)
Director (Video Content):	Takuya Sasaya (Hakuhodo Product's)
Music:	Takeshi Yoshida, Yusuke Tanaka (Q)
Production:	Hakuhodo, Crossing, Tasklab, Hakuhodo Product's, Mokuba



A website where prospective “students” of the virtual Tyrant Habanero University set up on the web could sit their “entrance exam.” The exam heaped hard question upon brainteaser upon treacherous problem. It was a parade of heinous questions like “There are 5,000 sheep and 5,000 horses. How many animals are there? Click once for each animal.” It was the world’s most fiendish exam, absolutely befitting Tyrant Habanero, the snack made with fiendishly hot chili peppers. And it is not just wicked questions; the site contained a slew of buzz-worthy elements like show-stopping problems, high game interest, backdoor ways to enter the university, a nationwide score ranking, a list of wanna-be “students” who didn’t make the cut the first time but who are swotting up to try again, an official university song (an original production), insider techniques, and more (just like a real university).

Other award-winning works

- **TV Bronze**
“Fireman” for Suntory Ltd.’s Goma Mugicha
- **Cyber Bronze**
ugokasu.com corporate recruitment site for Hakuhodo/Hakuhodo DY Media Partners

About the Asia Pacific Advertising Festival

Now in its 11th year, the Asia Pacific Advertising Festival (AdFest), now one of the world’s most prestigious advertising festivals, is known as the Cannes of Asia. This year two new categories were introduced: Design for brand, package and other design, and New Director for promising new directors, bringing to 13 the number of categories contested at AdFest.

The Contagious category, which was introduced last year, was also renamed INNOVA in 2008. This year there were a total 5,148 entries from 33 cities in the Asia Pacific region.

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■ 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 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.