

Hakuhodo walks off with 5 Asia-Pacific Advertising Awards Spikes—including the only Gold awarded in the Digital category

Hakuhodo's haul: 1 Gold, 2 Silver, 2 Bronze

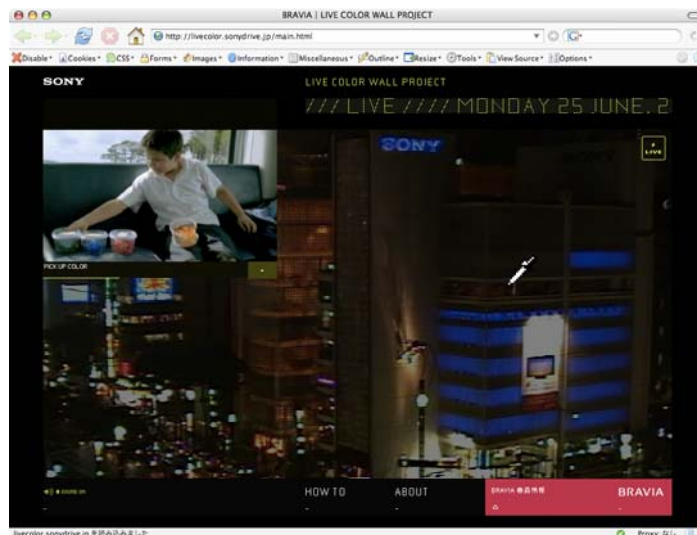
Tokyo—April 25, 2008—Hakuhodo work has been trumpeted at the 22nd Asia-Pacific Advertising Awards (Spikes 2008). In the Digital category, Hakuhodo's “Color Tokyo!” for Sony Marketing (Japan) Inc.’s BRAVIA took out Gold and Silver Spikes (the Gold being the only one awarded in the category), while “World’s Worst War!” for Tohato Inc.’s Tyrant Habanero snack received a Silver Spike and “Squeeze” for Coca-Cola Company (Japan)’s Minute Maid picked up a Bronze Spike. In the TV category, “Fireman” for Suntory Ltd.’s Goma Mugicha also picked up a Bronze Spike.

The Asia-Pacific Advertising Awards, established in 1986 by the Asian advertising industry journal *Media*, were held for the 22nd time in 2008. The Awards judge entries in ten categories: Digital, Direct Mail, Integrated, Media, Outdoor, Print, Print Craft, Radio, TV, and TV Craft.

About the award-winning works

Digital Gold, Digital Innovation Silver

Client: Sony Marketing (Japan) Inc. Product: BRAVIA Title: Color Tokyo!





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 the Sony Building showing on their screens, and look on as the walls of Sony's Ginza flagship office 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. The effort was intended to give a real experience of BRAVIA's "Color is Magic" campaign.

Credits:

Creative Directors:	Kentaro Kimura (Hakuhodo Kettle); Junya Masuda (777 interactive); Hisashi Fujii (Hakuhodo)
Planners:	Kazuaki Hashida (Hakuhodo Kettle); Ikuko Ota (Hakuhodo)
Art Directors:	Ryoji Tanaka (Semi Transparent Design); Ken Funaki (Hakuhodo Kettle)
Technical Director:	Toshiyuki Sugai (Semi Transparent Design)
Agency Producers:	Toshi Morikawa (Hakuhodo Kettle); Mitsutoshi Sakamoto, Taizo Ota (Hakuhodo)
Designers:	Kojiro Futamura (tha); Keisuke Mochizuki (Salad)
Copywriter:	Tomoki Harada (Hakuhodo)

IMC Planner: Takuya Takahashi (Sony Marketing)
 Coordinators: Hikaru Tokuyama, Shingo Yamaguchi, Ju Kowashi (TOW)
 Technical Support: Shingo Mori, Shinya Takano (Feel Design)
 System Manager: Yoshio Suzuki (Kayak)
 Production: 777 interactive + Semi Transparent Design + tha + TOW + Feel Design + Kayak + Salad

Digital: Best Use of Viral Silver

Client: Tohato Inc.

Product: Habanero

Title: Worlds Worst War!



Credits:

Senior Creative Director: Masaru Kitakaze (Hakuhodo)
 Creative Directors: Katsuhiko Suzuki (Hakuhodo); Mitsugu Yabe (SLIED)
 Art Director: Katsuhiko Suzuki (Hakuhodo)
 Copywriters: Taku Tsuboi (Hakuhodo); Mitsugu Yabe (SLIED)
 Technical Directors: Mitsugu Yabe; Hidenori Ishikawa (SLIED)
 Designers: Yusei Kakizaki, Shuhei Kuwabara (Hakuhodo); Ryo Kadowaki (Mokuba)
 Game Writers: Hidenori Ishikawa, Yukihiro Sawa (SLIED), Taku Tsuboi (Hakuhodo)
 Game Programmers: Yukihiro Sawa, Chinatsu Gocho (SLIED)
 Web Designer: Shinnosuke Sakairi (SLIED)

Web Coding: Keita Yagi (SLIED)
 Illustrators: Katsuhiko Suzuki, Yusei Kakizaki, Shuhei Kuwabara (Hakuhodo); Ryo Kadowaki (Mokuba); Shinnosuke Sakairi (SLIED)
 Production: Hakuhodo + SLIED

TV: Beverages Silver
Client: Suntory Ltd.

Product: Goma Mugicha

Title: Fireman



Suntory's Goma Mugicha is a tea beverage containing sesame peptide, a substance extracted from sesame seeds that reduces blood pressure in individuals with high blood pressure. High blood pressure is a cause of life-threatening illnesses like heart attacks, strokes and coronary infarction. It has nothing to offer the body. People will do anything to live another day. This commercial shows one instance of "doing anything". Normally your blood pressure is not going to save your life!

Credits:

Creative Directors: Shin Takaue (Suntory); Hiroyuki Nagami (Hakuhodo)
 Agency Producer: Eriko Shinohara (Hakuhodo)
 Planner: Moto Tanaka (Hakuhodo)
 Copywriter: Hiroyuki Nagami (Hakuhodo)
 Production Company: Aoi Advertising Promotion
 Production Producer: Hajime Ushioda
 Production Manager: Ippei Ishibashi
 Director: Toshiyuki Yagi
 Photo Directors: Shuhei Umemoto, Junichi Kato, Takayuki Shida
 Lighting Director: Keisuke Kamijo
 Editing/Computer: Digital Garden Inc.
 Graphics:

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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 2008. 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 70 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 a 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., which 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.