

## Hakuhodo Group Snares 1 Gold, 2 Silver and 2 Bronze at Cannes Lions International Advertising Festival 2009

Tokyo—July 7, 2009—The Cannes Lions International Advertising Festival, advertising’s most prestigious gala event, was held for the 56th time from June 22–27, 2009. This year, 22,652 entries from 86 countries and regions vied for awards in 11 categories. Hakuhodo group companies picked up one Gold, two Silver and two Bronze Lions in four categories: Design, Promo, Cyber and Direct.

Hakuhodo's “COTO-TAMA: Desktop Invader” for NHK Enterprises’ Digital Art Festival Tokyo 2008 won Gold in the Design category and Bronze in the Promo category. “Cam with Me” for Sony Marketing (Japan)’s Handycam camcorder picked up a Silver in the Cyber category, while “Peace Mirror” for Shiseido’s d-program was awarded Silver in the Direct category.

The joint Hakuhodo DY Media Partners and Hakuhodo collaboration “Sending Real Greeting Cards” for Japan Post Service Co. received a Bronze in the Media division.

Credits of the award-winning works

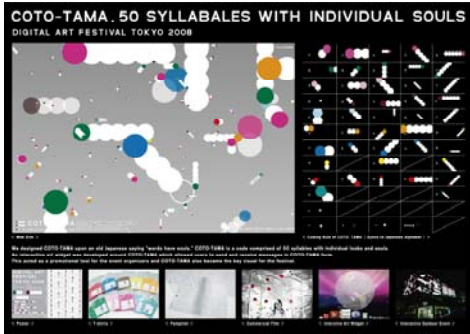
### **Gold Design Lion, Bronze Promo Lion**

**Advertiser: NHK Enterprises**

**Product: Digital Art Festival Tokyo 2008**

**Title: COTO-TAMA: Desktop Invader**

|                                       |                                       |
|---------------------------------------|---------------------------------------|
| Creative Director/Planner/Copywriter  | Tsubasa Oyagi (Hakuhodo)              |
| Creative Director/Interactive Planner | Seichi Ookura (Hakuhodo)              |
| Art Director/Designer                 | Koichi Kosugi (Hakuhodo)              |
| Creative Producer                     | Shoko Akutagawa (Hakuhodo)            |
| Web Producer                          | Toru Suzuki (Pyramid Film Quadra)     |
| Interactive Designer                  | You Kamihiro (Drop Dead)              |
| System Engineer                       | Hideyuki Aida (Pyramid Film Quadra)   |
| Production Manager                    | Hajime Watanabe (Pyramid Film Quadra) |



Digital tech-savvy people are not interested in traditional messages, and instead get most of their information from social network services, blogs and other communities. We developed a digital art widget, COTO-TAMA, to encourage this challenging group to attend Digital Art Festival Tokyo 2008. COTO-TAMA was a radically new communication platform

designed to connect people through whimsical communication. It converted people's fleeting thoughts into 50 COTO-TAMA syllables with souls in real time. The target audience formed new communities through communications in the widget's COTO-TAMA language. Aside from becoming a toy for the target audience, COTO-TAMA functioned as a delivery vehicle for the event organizers' messages. COTO-TAMA designs—used at various touchpoints, including interactive events and at the exhibition site, as well as on posters and t-shirts—were very well received.

### **Silver Cyber Lion**

**Advertiser: Sony Marketing (Japan)**

**Product: Handycam digital camcorder**

**Title: Cam with Me**

Interactive Producer Hiroshi Hori (Hakuhodo)

Interactive Planner Keiichi Motoyama (Hakuhodo)

### **Silver Direct Lion**

**Advertiser: Shiseido**

**Product: d-program**

**Title: Peace Mirror**

Creative Directors Izumi Matsumoto (Shiseido), Kentaro Kimura (Hakuhodo Kettle)

Planners Masato Kosukegawa (Shiseido); Kazuaki Hashida, Sayaka Sakata (Hakuhodo Kettle)

Art Directors Motonari Kobayashi (Shiseido), Ken Funaki (Hakuhodo Kettle)

Copywriter Shoko Tanaka (Shiseido)

Producers Masayuki Miyazawa (Shiseido), Toshi Morikawa (Hakuhodo Kettle)

### **Bronze Media Lion**

**Advertiser: Japan Post Service Co.**

**Product: Mixi (SNS) New Year's greeting cards**

**Title: Sending Real Greeting Cards**

Producer Keitaro Sato (Hakuhodo DY Media Partners)

|                     |  |
|---------------------|--|
| Media Producers     | Akinori Harada, Hirokazu Sakairi, Natsuko Nishimura Atsushi Kawakita (Mixi); Kentaro Iinuma (Hakuhodo DY Media Partners) |
| Media Supervisor    | Atsushi Paulo Kobayashi (Hakuhodo DY Media Partners)   |
| Technical Directors | Jun Morimoto, Takahiro Mayumi (Mixi); Kensuke Joji (Hakuhodo DY Media Partners)  |
| Content Producers   | Hiromi Uno (Mixi); Yasuto Hara, Azumi Maruyama (Hakuhodo DY Intersolutions)  |
| Creative Director   | Kazuhiro Suda (Hakuhodo)   |
| Planner             | Tomohiko Hayashi (Hakuhodo)  |
| Client Supervisor   | Tetsu Nishimura (Japan Post Service Co.)   |
| Account Planners    | Katsuhiko Ono, Sojiro Sato (Hakuhodo); Akihiro Sugishita (Hakuhodo Product's)  |
| Printing Producers  | Naoki Saito, Kazuki Kamata (Hakuhodo Product's)  |
| PR Producer         | Yoshitaka Honda (Hakuhodo)   |

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