



News

博報堂 広報室

HAKUHODO

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Hakuhodo picks up silver statue at CLIO Awards

Tokyo—June 18, 2010--Hakuhodo's Happy Birthday Download for Children™ work for Japan Committee for UNICEF was awarded a Silver Statue in the Contact & Content section of the CLIO Awards.

Happy Birthday Download for Children™ made versions of *Happy Birthday to You* sung by a different artist every day available for download on a mobile phone music distribution site. Each time the song was downloaded, a donation was made to Japan Committee for UNICEF to assist with its efforts to protect children who might not make it to their first birthdays.

Upwards of 180 artists supported the initiative and lent their renditions of the world's most famous song to the project, which went on to become a social phenomenon in Japan.

Initiated in 1959, the CLIO Awards (presented in New York) stand alongside the Cannes International Advertising Festival as one of the world's premiere advertising awards. The Content & Contact section, in which this work was awarded Silver, recognizes breakout work at the crossroads of creative and media.



**HAPPY BIRTHDAY
DOWNLOAD↓**
for children™



About the awarded work

Client: Japan Committee for UNICEF

Title: Happy Birthday Download for Children™

The inspiration for this promotion was a question: What if we could use *Happy Birthday to You*, a song known by all and sung by someone to someone else somewhere every day to help save children who might not live to reach their very first birthday?

To achieve this, needed the support and cooperation of artists and many others.

All involved in the project hope that this award will lead to even more downloading.

Credits

Account executives: Takao Kurihara, Shunsuke Ishii, Yasushi Kohara (Hakuhodo)
Promotion: Hironobu Yoshida, Hideaki Ohki, Naomi Yamashita, Naoto Yoshida (Hakuhodo)
Production: Ryunosuke Goto, Jumpei Fujita (Hakuhodo)
Strategic Planning: Shohei Hashimoto (Hakuhodo)
Public Relations: Ryunosuke Goto (Hakuhodo)
Media Planning: Yuichi Matsumoto, Keiko Nakamura, Takeshi Maruyama (Hakuhodo DY Media Partners)
Producers: Atsuki Yukawa, Takahiro Ikuta (Rock & Roll Japan), Kohei Suetani (TOW)

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