



Hakuhodo and Hakuhodo Kettle haul in 1 Gold, 2 Silver and 1 Bronze at Cannes Lions International Advertising Festival

Tokyo—July 2, 2010—Hakuhodo's SMASH for K's JAPAN has picked up Gold and Silver Lions in the Direct division, Hakuhodo Kettle's Sony Recycle Project JEANS for Sony Marketing (Japan) Inc. was awarded a Silver Lion in the Design division, and Hakuhodo's IS Parade for KDDI Corporation received a Bronze Lion in the Cyber division of this year's Cannes Lions International Advertising Festival.

Cannes Lions International Advertising Festival, the world's most prestigious advertising awards, was held for the 57th time in 2010. Upwards of 24,000 awards were presented in 12 divisions at the festival, which kicked off on June 20.

Hakuhodo's dual Gold and Silver Lion-winning SMASH was for K's JAPAN's destructible electric guitars for people with rock star leanings. The guitars even take the environment into consideration, and can be sent back to the manufacturers for recycling after smashing. This sharp insight into *sei-katsu-sha* psychology led to the awards.

Direct Gold Lion

Advertiser: K's JAPAN

Awarded work: SMASH

How many people have wanted to smash up a guitar like their favorite rock musicians do, if only once? Enter SMASH, a revolutionary product that makes this dream come true. The construction. The devastating ¥5,000 price tag. The recycling system. It is all there for a rocking, smashing good time! To let the man on the street savor the joys of destruction and recreation, just like a rock star.



"It was glorious fun proving that the rock 'n' roll spirit is truly universal. Rock may not be as popular as it was in its 1960s-1970s heydays, but it's sure not dead! I reckon many rock fans that think so, and SMASH really hit the spot for them.

To borrow a line from ShinseiKamattechan, one of the bands that took part in the SMASH launch concert, 'Rock 'n' Roll will never be silenced'." —Jin Saito, Creative Director and guitar developer

Credits

Creative Director/Guitar developer: Jin Saito (Hakuhodo)
Creative Producer/English language copywriter: Shoko Akutagawa (Hakuhodo)
Promotion/PR Planner: Kenta Ikoma (Hakuhodo)
Art Director: Kentaro Harano (Hakuhodo)
Copywriter: Hidenori Sakai (Hakuhodo)
Producers: Hirofumi Nobuta (Hakuhodo Product's), Michikazu Sakata (TYO)
PR Planners: Haruhiko Tanabe (Algre Sol), Takeshi Muro (Hakuhodo)
Interactive Planner: Keiichi Motoyama (Hakuhodo)

Design Silver Lion

Advertiser: Sony Marketing (Japan) Inc.
Awarded work: Sony Recycle Project JEANS



We create copious amounts of advertising each day, but that also means that we throw away copious amounts of old advertising. Sony Recycle Project JEANS was a branding activity for Sony that converted a giant ad tarp displayed on the Sony Building in Ginza into jeans, under the catchphrase “Turning our trash into someone’s fashion”. The 120 pairs of hand-made jeans were posted on the wall where the original ad was displayed and sold at aerial on-the-spot sales meets. Buyers pointed out the pairs they wanted from the ground, and staff plucked them off the wall from ropes hanging down the building. This made the sale of the jeans an event in itself.

The project design made eco-friendliness fun, fashionable entertainment, and turned the side of a wall into a product catalog. A portion of proceeds was donated to world heritage preservation.

Credits

Creative Director: Kentaro Kimura (Hakuhodo Kettle)

Art Director: Ken Funaki (Hakuhodo Kettle)
 Copywriter: Koichiro Iizuka (Hakuhodo)
 Planners: Kazuaki Hashida (Hakuhodo Kettle), Ryuichiro Takase (Sony Marketing (Japan)), Yusuke Shimizu (Hakuhodo), Shingo Kato (Hakuhodo)
 Producer: Kei Mizuda
 Designer: Norihisa Yamaguchi (Two Platoon)
 Account Service: Akio Koda (Hakuhodo), Yoshikazu Majima (Hakuhodo), Takehiko Kawakubo (Hakuhodo)
 Jean Production: Masaharo Nobuchika (Takaya Textile), Misato Noro (Hakuhodo), Sayaka Sakata (UP)
 Event Producers: Shunya Hiramatsu (Ism), Takanori Sato (Ism)
 PR Producers: Naoto Hisai (Antil), Kanae Ishihara (Antil), Kumi Ito (Antil)
 Dance Unit: Dazzle

Bronze Cyber Lion

Advertiser: KDDI Corporation

Awarded work: IS Parade



A promotion site for KDDI's au IS Series smart phones.

On this site, icons of people who connected on Twitter anthropomorphize and march along in a parade.

The site created a sensation amongst the world's Twitter users by providing a new platform for them to enjoy the fun of connecting with friends on Twitter.

Credits

Producers: Hiroshi Hori (Hakuhodo), Kenji Kamiya (Spicebox)
 Planner/Copywriter: Tomohiko Hayashi (Hakuhodo)
 Creative Director: Kensuke Chibo
 Flash Developer/Director: Tomohiko Oyama (AID-DCC)
 Art Director: Yuko Nishimura (ID)
 Account Service: Yuki Ogata (Hakuhodo)
 Webmaster: Sumito Takayama (Spicebox)

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