

## Hakuhodo and Hakuhodo Kettle reap 5 Silver and 1 Bronze Lotus at ADFEST 2010

Tokyo—August 9, 2010—Judging in Asia’s largest advertising festival, Asia Pacific Advertising Festival (ADFEST), took place from July 20–23 in Tokyo.

Hakuhodo's “Happy Birthday Download for Children™” work for the Japan Committee for UNICEF won a **Silver Lotus** in the Direct division.

Hakuhodo Kettle's “Sony Recycle Project JEANS” for Sony Marketing (Japan) Inc. was awarded **four Silver Lotuses** in 3 divisions: Outdoor (2 categories), Direct and Design; and “Mottainai Umbrella Campaign” for Itochu Corporation picked up a **Bronze Lotus** in the Poster division.

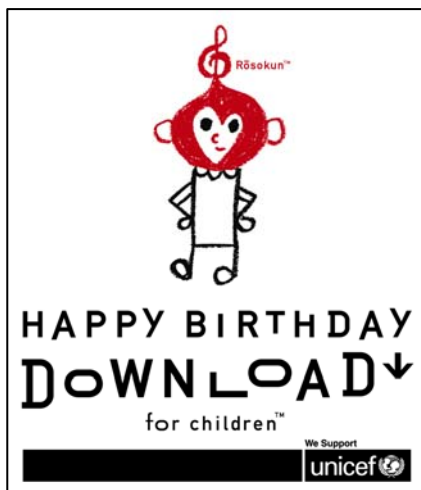
In its 13th year, ADFEST 2010 drew over 2,700 entries in 14 divisions.

### Hakuhodo

Direct Silver Lotus

Advertiser: Japan Committee for UNICEF

Title: Happy Birthday Download for Children™



This effort started with an idea to somehow use “Happy Birthday to You,” a song known to all and sung by someone to someone every day of the year, to save the lives of children who may not even reach their first birthdays.

It took the talents of many people, not least of all the artists involved, to bring the idea to fruition. It is hoped that this award will lead to many more downloads and donations to the Japan Committee for UNICEF.

### Credits

Account executives: Takao Kurihara, Shunsuke Ishii, Yasushi Kohara (Hakuhodo)

Promotion: Hironobu Yoshida, Hideaki Ohki, Naomi Yamashita, Naoto Yoshida

(Hakuhodo)

Production: Takahiro Hosoda, 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)

## Hakuhodo Kettle

Silver Lotuses in Outdoor (2 categories), Direct & Design

Advertiser: Sony Marketing (Japan) Inc.

Title: Sony Recycle Project JEANS



We create copious amounts of advertising each day, but that means that we also throw away copious amounts of old advertising each day. Sony Recycle Project JEANS was a branding activity for Sony that converted a giant ad tarp that had been displayed on the Sony Building in Ginza into jeans under the catchphrase “turning our no longer needed into someone’s fashion statement”. Each of the 120 pairs of hand-made jeans was posted on the wall where the original ad was displayed and sold at open-air on-the-spot sales. Buyers pointed out the pairs they wanted from the ground, and staff plucked them off from ropes hanging down the building, making the sale of the jeans an event in itself. It was a design that 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: Masaharu 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

### **Hakuhodo Kettle**

Bronze Poster Lotus

Advertiser: Itochu Corporation

Title: MOTTAINAI Umbrella Campaign



Japan is the world's biggest consumer of plastic umbrellas, going through a staggering 100 million disposable brollies each year. That works out at 1,000 umbrellas thrown away each time it rains in Shibuya, Tokyo. This really is MOTTAINAI (a waste).

In order to start a trend in keeping one's own umbrella handy, rather than buying disposable plastic ones when caught in a shower, Hakuhodo Kettle worked with eight designers from various fields to design "personal umbrellas" that people would be happy to have and walk around with. Using graphics, the work conveyed situations where the MOTTAINAI-ness of throw-away umbrellas comes across powerfully even without the use of words.

### **Credits**

Creative Director: Koichiro Shima (Hakuhodo Kettle)  
Planner & Copywriter: Junichi Kamiya (Hakuhodo Kettle)  
Art Director: Shigeki Takahashi (Nash)  
Art Director & Director: Kazuya Yamazaki (Nash)  
Director: Daisuke Abe (Nash)  
Cameraman: Michiharu Baba (Baba Photography Office)

Media contacts:

Corporate Public Relations Division

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