



# News

博報堂 広報室

**HAKUHODO**

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## Hakuhodo group companies & Hakuhodo DY Media Partners haul record 10 Lions at Cannes Lions International Festival of Creativity: 1 Gold, 2 Silver, 7 Bronze

Tokyo—June 30, 2011—At this year's 58th Cannes Lions International Festival of Creativity, held June 19–25, Hakuhodo and Hakuhodo DY Media Partners' IWATTE (for Iwate Nippo newspaper) was awarded a Gold Media Lion and Hakuhodo's SALUTE TRAINER (for Japan Maritime Self-Defense Force) and Peace Shadow Project (for Hiroshima Peace Memorial Museum) were awarded Silver PR and Design Lions, respectively.

The Hakuhodo group won a further 7 Bronze Lions, making its haul from Cannes this year the largest in its history.

Cannes Lions International Festival of Creativity is the world's premiere advertising festival. From this year, the word *advertising* has been deleted from the festival name. It was determined that the increase in categories that has accompanied the diversification of communication in recent years meant the term *advertising* no longer encompassed the full spectrum of work covered.

### The winning works

#### **Gold Media Lion (Use of Media/Best Use of Print)**

Advertiser: Iwate Nippo newspaper

Title: IWATTE

Agencies: Hakuhodo Inc., Hakuhodo DY Media Partners Inc.

Credits: Creative Director/Copywriter: Tomohiko Kawanishi (Hakuhodo); Creative Director/Art Director/Planner/Web Planner: Akihiro Azumi (Hakuhodo); Art Director: Misugi Yokoo (Hakuhodo); Business Producers: Kaihei Uragami (Hakuhodo DY Media Partners), Gen Kashiyama (Iwate Nippo); Technical Media Producer: Kensuke Joji (Hakuhodo DY Media Partners); Strategic Planner: Eiichiro Yoshida (Hakuhodo); Art Director: Azumi Maruyama (Hakuhodo DY intersolutions); Producer: Shinji Asano (Hakuhodo Product's); Director: Sayaka Eiguchi; Programmer: Plusplus Co., Ltd.

### **Silver PR Lion (Sectors & Services/Public Sector)**

Advertiser: Japan Maritime Self-Defense Force

Title: SALUTE TRAINER

Agency: Hakuhodo Inc.

Credits: Creative Director/Copywriter: Kenta Ikoma (Hakuhodo), Creative Director/Planner: Shota Hatanaka (Hakuhodo); Art Director/Designer: Junichi Kurata (Hakuhodo); PR Planners: Ken Muro (Hakuhodo), Tatsuya Yoshio (Ozma Inc.), Koshiro Nomura (Ozma Inc.); Agency Producer: Hirofumi Nobuta (Hakuhodo Product's); Director: Waki Rokutan (Hakuhodo Product's); Production Manager: Hayato Arakawa (Hakuhodo Product's); Photographers: Takahiro Kojima, Hiroki Oguri (Hakuhodo Product's)

### **Silver Design Lion (Environment Design/Exhibitions & Live Events)**

Advertiser: Hiroshima Peace Memorial Museum

Title: Peace Shadow Project

Agency: Hakuhodo Inc.

Credits: Modern Artist: Tatsuo Miyajima (Tatsuo Miyajima Office); Creative Director/Copywriter: Tsubasa Oyagi (Hakuhodo); Art Director: Rikako Nagashima (Hakuhodo); Interactive Planner: Seiichi Ookura (Hakuhodo); English Language Copywriter: Naoko Akutagawa (Hakuhodo); Web Director: Kampe Baba (Bascule Inc.); Photographer: Kenichi Muramatsu; Producer: Hideaki Hamatani (TYO Inc.); Peace Activist: Erika Abiko (Yes! Campaign Committee); Film Director: Suguru Takeuchi; Voice & Vocal: Miu Sakamoto (PROMAX Inc.); Sound Designer: Shojiro Nakaoka (bitzstream); Technical Director: Masami Onodera (Bascule Inc.); Programmer; Programmer: Susumu Ukawa (Bascule Inc.); Designer: Naonori Yago (Hakuhodo); Photographers: Chinami Uematsu; Hisamasa Gokan

### **Bronze Outdoor Lion (Ambient/Stunts & Live Advertising)**

Advertiser: Hiroshima Peace Memorial Museum

Title: Peace Shadow Project

Agency: Hakuhodo Inc

### **Bronze Outdoor Lions (3) (Posters/Household)**

Advertiser: IT WORKS

Titles: House, Office, Laboratory

Agencies: Spicy H, Hakuhodo Asia Pacific

Credits: Executive Creative Director: Hoh Woon Siew (Hakuhodo Asia Pacific); Creative Director: Bee Lee (Hakuhodo Asia Pacific); Art Directors: Apiwat (Hakuhodo Asia Pacific), Adam Pamungkas (Hakuhodo Asia Pacific), Hoh Woon Siew (Hakuhodo

Asia Pacific); Copywriters: Irvine Presilia, Bee Lee (Hakuhodo Asia Pacific); CEO: Somporn Mauthorn; Client Service Director: Nattaveena Prasarthvanich

**Bronze Promo & Activation Lion (Product & Service/Retail (Incl. Restaurants))**

Advertiser: Domino's Pizza

Title: Domino's App

Agency: Hakuhodo Inc.

Credits: Interactive Producer: Hiroshi Hori (Hakuhodo); Interactive Planners: Keiichi Motoyama, Masahiko Inada (Hakuhodo); Copywriter: Nobuhiro Arai (Hakuhodo); Director: Yuko Hasegawa (Kayac); System Director/Programmer: Shinichiro Sei (Kayac); Sound Designer/Programmer: Koujiro Seo (Kayac) Programmers: Daisuke Murase, Junpei Sato, Yoshihiro Sugi, Shuichi Tsutsumi (Kayac); Designer: Roy Phillippe (Kayac); UI Director: Yusuke Mitsuo (A.C.O.); Art Director/Designer: James Bowskill (A.C.O.); PR Planners: Yui Takeuchi, Kazuhiro Tabata (Hakuhodo DY intersolutions)

**Bronze Cyber Lion (Websites & Microsites/Charities, Public Health & Safety, Public Service Messages)**

Advertiser: Hiroshima Peace Memorial Museum

Title: Peace Shadow Project

Agency: Hakuhodo Inc.

**Bronze Cyber Lion (Websites & Microsites/Clothing Footwear & Accessories)**

Advertiser: adidas Japan K.K.

Title: adidas Sky Comic Project

Agency: TBWA\HAKUHODO

Credits: Senior Creative Director/Planner: Kazoo Sato (TBWA\HAKUHODO); Associate Creative Director/Copywriter: Hideyuki Tanaka (TBWA\HAKUHODO); Copywriter: Masaharu Kumagai (TBWA\HAKUHODO); Senior Art Directors/Planners: Hirofumi Nakajima, Katsuhiko Shimizu, Haruhito Nisawadaira, Keisuke Shimizu (TBWA\HAKUHODO); Account Director: Taro Sato (TBWA\HAKUHODO); Digital Planner: Shintaro Takeuchi (TBWA\HAKUHODO); Sound Designer: Atsushi Shimomura (Sosa, Inc.); Illustrator: TERU; Still Photographers: Koki Jingu, Maki Koshigawa; Production: Monster Ultra; Web Production: Formes

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