



## Hakuhodo picks up Yellow Pencil at D&AD 2011

Tokyo—June 30, 2011—Hakuhodo's SALUTE TRAINER work for the Japan Maritime Self-Defense Force has been awarded a Yellow Pencil, the equivalent of a gold award, in the Mobile Marketing category of this year's D&AD Awards.

Launched in December 2010, SALUTE TRAINER is an iPhone application developed to promote Japan Maritime Self-Defense Force recruitment. This unique application allows users to experience saluting—part of basic training for Self-Defense Force officials—and have their technique rated with the use of gravity sensors. The movements of real Self-Defense officials were minutely programmed in the development process. The application, which sends recruitment messages to top performers, created a buzz both inside and outside Japan.

The D&AD Awards (originally Design & Art Direction) were established in 1962 and are the United Kingdom's premiere advertising awards. Today, awards are given in 25 categories. The Mobile Marketing category in which the Japan Maritime Self-Defense Force entry was awarded was introduced in 2008 at a time when the world's advertising festivals first started paying attention to digital work.

### The Yellow Pencil-winning work

#### Mobile Marketing (Mobile Campaigns & Mobile Advertising) Yellow Pencil



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)

Media contacts:

Corporate Public Relations Division

Yukiko Ono: [YUKIKO.OONO@hakuhodo.co.jp](mailto:YUKIKO.OONO@hakuhodo.co.jp)

Tel: +81-(0)3-6441-6161 Fax: +81-(0)3-6441-6166