

FOR IMMEDIATE RELEASE

Hakuhodo Inc.
Hokkaido Hakuhodo Inc.
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**Hakuhodo's Suda Lab creative team completes its second prototype:
the in-store promotional tool Talkable Vegetables**



Tokyo—September 9th, 2014—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO, Japan's second largest advertising company, is pleased to announce that Suda Lab, an independent creative team, has completed its second prototype, the in-store promotional tool Talkable Vegetables.

The new Talkable Vegetables tool lets vegetables on the store shelf introduce themselves and provide traceability information. As the name suggests, it makes the vegetables appear to be actually talking. It was jointly developed by Suda Lab with the HACKist team at Hakuhodo i-studio, a member of the Hakuhodo Group. This in-store promotional tool, perfected with the cooperation of Hug Mart, where growers come to market their produce directly, features the voices of the farmers of Tobetsu on the island of Hokkaido.

To mark the project's completion, Talkable Vegetables are to go on display near the entrance of Hug Mart in the Tanukikoji shopping arcade of Sapporo, Hokkaido's largest city, for an indefinite period from September 11.

Four varieties of talking vegetables will be on show at Hug Mart: the potato family, white corn, broccoli, and Momotaro Gold tomatoes. The vegetables, placed on a display stand consisting of specially designed wooden crates, will when you touch them address you affably in the voices of the farmers who grew them. They will tell you the secret of why they taste so good, and put your mind at ease with traceability information about themselves.

Hokkaido Hakuhodo Inc., Hakuhodo's local affiliate, also assisted in making Talkable Vegetables reality.

In recent years solutions that integrate mass media and digital advertising have been in strong demand in the field of advertising communication. Suda Lab engages in independent development projects giving shape to innovative ideas, and provides new ways of delivering the results to the corporate world and society at large. To that end it capitalizes on the skills of Hakuhodo's creatives, especially their ability to think outside the box, and taps the networks they have developed within and beyond the Hakuhodo family.

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• Suda Lab Prototype 2

Product name: Talkable Vegetables

Brief description: A promotional tool for giving the produce corner a futuristic twist with vegetables that talk

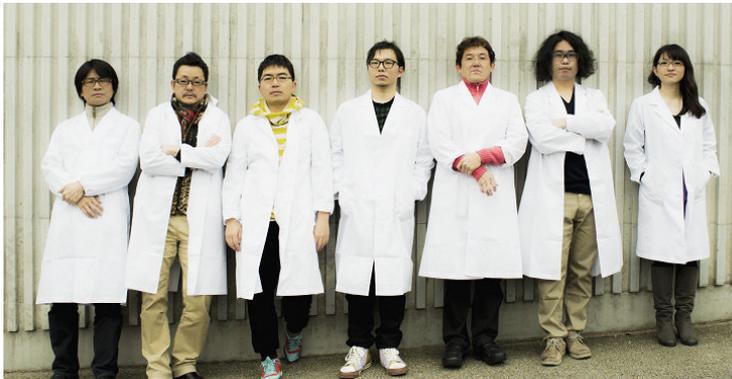
This project is an attempt to bring digital technology to the produce sales floor. It involved developing the world's first promotional tool enabling vegetables to provide traceability information about themselves in the voices of the very farmers who grew them. The tool allows:

1. Consumers to connect with and buy from farmers they know they can trust;
2. Farmers to boost the value of their vegetables; and
3. Retailers to supply customers with traceability information on vegetables in a fun way.

The tool can in future be adapted to a wide range of retail areas.

• Development team

Suda Lab, Hakuodo <http://suda-lab.jp/>



Suda Lab™

Leader: Kazuhiro Suda, Creative Director, Hakuodo

Members: Airo Takanohashi, Creative Director, Hakuodo

Masateru Kametani, Digital Creative Curator, Hakuodo

Takahiro Eguchi, Interactive Planner/Commercial Planner, Hakuodo

Masako Shimizu, Interactive Planner/Copywriter, Hakuodo

Kei Nakamura, Interactive Planner/Copywriter, Hakuodo

Keita Kojima, Interactive Planner/Art Director, Hakuodo

*Suda Lab, spearheaded by Hakuodo creatives with strengths in the digital and direct marketing fields, is devoted to developing next-generation creative. It was launched in March 2014.

Rice Code, a natural bar code project developed by Suda Lab in conjunction with the village of Inakadate in Aomori Prefecture in northern Honshu, won the Grande Lotus in the Media category at AdFest 2014, one of Asia's biggest advertising festivals. It also claimed six gold, silver, and bronze Lotuses in other categories. At the Cannes Lions International Festival of Creativity in June 2014, it was awarded two golds, a silver, and two bronzes. To date it has won 37 international advertising awards in the United States, Europe, and Asia.

HACKist, Hakuhood i-studio



Leader: Jutarō Mochizuki, Creative Director, Hakuhood i-studio
Junpei Kawasaki, Technical Director, Hakuhood i-studio
Tatsuya Kida, Programmer, Hakuhood i-studio
Akihiro Chaya, Programmer, Hakuhood i-studio
Yuto Kumon, Device Engineer, Hakuhood i-studio

• Hokkaido Hakuhood

Shinichiro Nagaoka, Creative Director, Hokkaido Hakuhood
Yuka Matsue, Promotion Director, Hokkaido Hakuhood