



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

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Hakuhodo Group collects 7 awards at The One Show

Tokyo—May 18, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that Hakuhodo Group companies have been awarded The One Show. The Hakuhodo Group has won two Gold, three Silver and two Bronze at The One Show.

One of the world's premier advertising awards, The One Show is held annually in New York by The One Club for Art & Copy (founded 1975) to promote excellence in advertising creativity.

Awards won

Gold

- Design: Craft / Printing & Paper Craft - Single or Series
Advertiser: RC Corp. France-Japon
Title: The Washi Lingerie Poster
Agency: Hakuhodo Inc.
- Moving Image Craft: Craft - Direction / Direction - Single
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agencies: Hakuhodo Inc., Tohokushinsha Film Corporation

Silver

- Design: Promotional / Posters - Series
Advertiser: Comexposium Japan KK
Title: FACE (ad:tech tokyo international 2016)
Agency: Hakuhodo Inc.
- Design: Craft / Printing & Paper Craft - Single or Series
Advertiser: Shoen Co., Ltd.
Title: Print Trial
Agency: Hakuhodo Inc.
- Print & Outdoor: Craft / Use of Digital Technology - Single Or Campaign
Advertiser: Tourism Australia
Title: GIGA SELFIE
Agency: TBWA\HAKUHODO Inc.

Bronze

- Interactive: Ambient / Immersive / Digital Installations
Advertiser: Nissan Motor Co., Ltd.
Title: Intelligent Parking Chair
Agency: TBWA\HAKUHODO Inc.



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- Intellectual Property: Physical Product
Advertiser: Nissan Motor Co., Ltd.
Title: Intelligent Parking Chair
Agency: TBWA\HAKUHODO Inc.

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■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhodo DY Group, the world's eleventh largest agency company according to *Advertising Age's* "Agency Report 2017." Hakuhodo has offices in 18 countries and regions, and over 3,000 employees working in Japan and over 2,800 overseas. Hakuhodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhodo.jp



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