



News

博報堂 広報室

HAKUHODO

Corporate Public Relations Division

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Hakuhodo Group awarded 1 Gold and 2 Bronze at ADC 96th Annual Awards

Tokyo—May 19, 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 captured one Gold and two Bronze Cubes at the ADC 96th Annual Awards in New York.

Presented by the Art Directors Club, which was founded in New York, USA, in 1920, the ADC Annual Awards judge advertising and design by the same standards as fine art. They are the world's longest-running awards for advertising.

Awards won

Gold

- Design: Posters / Promotional - Series
Advertiser: RC Corp. France-Japon
Title: The Washi Lingerie Poster
Agency: Hakuhodo Inc.

Bronze

- Digital: Interactive / Innovation - Single
Advertiser: King Record Co., Ltd.
Title: Native Mobile Music Video
Agency: TBWA\HAKUHODO Inc.
- Design: Branding / Branding Systems / Corporate Identity for Print - Series
Advertiser: Kappa Create Co., Ltd.
Title: Modern Pop Sushi
Agency: Hakuhodo Inc.

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未来を發明する会社へ。

Inventing the future with
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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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