



News

博報堂 広報室

HAKUHODO

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Hakuhodo picks up 3 Pencils at D&AD Awards 2017

Tokyo—May 23, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, has won 2 Graphite and 1 Wood Pencils at D&AD Awards 2017.

The D&AD Awards (originally Design & Art Direction) were established in 1962 and are the United Kingdom's premiere advertising awards. Prizes were contested in 26 categories this year.

Awards won

Note: Yellow, Graphite and Wood Pencils are said to represent Gold, Silver and Bronze, in that order.

Graphite Pencils

- Branded Content & Entertainment: Fiction Film up to 5 mins
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.

- Branding: Branding Schemes/Large Organisation
Advertiser: Kappa Create Co., Ltd.
Title: Kappa Sushi Re-branding
Agency: Hakuhodo Inc.

Wood Pencil

- Art Direction: Art Direction for Poster Advertising
Advertiser: Kappa Create Co., Ltd.
Title: Modern Pop Sushi
Agency: Hakuhodo Inc.

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Inventing the future with
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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhold DY Group, the world's eleventh largest agency company according to *Advertising Age's* "Agency Report 2017." Hakuhold has offices in 18 countries and regions, and over 3,000 employees working in Japan and over 2,800 overseas. Hakuhold 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 Hakuhold'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. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold 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.hakuhold.jp



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