



News

博報堂 広報室

HAKUHODO

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Hakuhodo is awarded 2 Grand Prizes at New York Festivals 2017 Also wins 3 First, 1 Second and 1 Third Prizes for a total of 7 awards

Tokyo—May 24, 2017—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising company, is pleased to announce that its Gravity Cat work for Sony Interactive Entertainment has been awarded 2 Grand Prizes at New York Festivals 2017. The agency also collected 3 First Prizes, 1 Second Prize and 1 Third Prize.

Established in 1957, The New York Festivals family of awards has a long history. In collaboration with the United Nations, New York Festivals has also established the United Nations Department of Public Information (UNDPI) Award to honor advertising that best exemplifies the aims and ideals of the United Nations each year.

Awards won

Grand Prizes

- Branded Entertainment: Craft
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.
- Film – Cinema / Online / TV: Products & Services
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.

1st Prizes

- Branded Entertainment: Craft
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.
- Film – Cinema / Online / TV: Products & Services
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.
- Film: Craft
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.

2nd Prize

- Direct & Collateral: Craft
Advertiser: Takeo Co., Ltd.
Title: Tokyo Deep Nights
Agency: Hakuhodo Inc.



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3rd Prize

- Design: Graphic Design
Advertiser: Takeo Co., Ltd.
Title: Tokyo Deep Nights
Agency: 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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