



News

博報堂 広報室

HAKUHODO

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Hakuhodo Group awarded 16 Lions at 64th Cannes Lions International Festival of Creativity

Tokyo—July 3, 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 won a total of 16 awards, including one Gold, 4 Silver and 11 Bronze at the 64th International Festival of Creativity. Held in Cannes, France from June 17–25, this year the event, which is comprised of the four festivals Cannes Lions, Lions Health, Lions Innovation and Lions Entertainment, drew 41,170 entries from around the world.

Awards won

Gold

Cannes Lions

- Film Craft
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.

Silver

Cannes Lions

- Direct
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.
- Film
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.
- Film Craft
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.



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Lions Innovation

- Creative Data
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.

Bronze Cannes Lions

- Cyber: Social Video
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.
- Cyber: Brand/Product Video
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.
- Cyber
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.
- Design
Advertiser: RC Corp. France-Japon
Title: The Washi Lingerie Poster
Agency: Hakuhodo Inc.
- Film Craft: Visual Effects
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.
- Outdoor
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.
- Product Design
Advertiser: TESS Co., Ltd.
Title: COGY WHEELCHAIR
Agency: TBWA\HAKUHODO Inc.

Lions Innovation

- Creative Data: Use of Real-time Data
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO Inc.



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- Creative Data: Data Integration
Advertiser: adidas Japan K.K.
Title: Green Light Run
Agency: TBWA\HAKUHODO

Lions Health

- Health and Wellness
Advertiser: Panasonic Corporation
Title: MISHEARD FONT
Agency: Hakuhodo Inc.

Lions Entertainment

- Entertainment
Advertiser: Sony Interactive Entertainment LLC
Title: Gravity Cat
Agency: Hakuhodo Inc.

About Cannes Lions International Festival of Creativity

Held June 17–25, 2017 in Cannes, France, the annual International Festival of Creativity is one of the largest advertising and communications events in the world. Comprised of four festivals—Cannes Lions and the concurrently held Lions Health (for work in the medical and healthcare fields), Lions Innovation (technology and innovation fields), and the new from 2016 Lions Entertainment (music and entertainment fields)—the International Festival of Creativity this year drew over 40,000 entries in total. With a heritage of more than 60 years of awarding advertising, the Festival also features seminars and round table discussions on cutting-edge topics, and has evolved into a venue for the world’s advertising and communications community to gather and network. Cannes Lions is not simply a competition to consider the relative merits of different examples of creativity, it has become a place to catch glimpses of the future of advertising and communications.

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■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world's 6th largest advertising agency 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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