

NEWS RELEASE

Hakuhodo Inc.
Hakuhodo DY Media Partners Inc.
October 16, 2018

**Hakuhodo Group and Hakuhodo DY Media Partners Group companies
win 24 awards, including a Grand Prix, at Spikes Asia 2018
Hakuhodo pair also wins Gold in the Young Spikes Design Competition**

Tokyo—October 16, 2018—Hakuhodo Inc. and Hakuhodo DY Media Partners Inc. are delighted to announce that Hakuhodo Group and Hakuhodo DY Media Partners Group companies have won 1 Grand Prix, 4 Gold, 9 Silver and 10 Bronze awards at Spikes Asia 2018 in Singapore.

In addition, a Hakuhodo team won the Gold for Japan in the Young Spikes Design Competition, which pits national teams of two against each other.

Awards won

Grand Prix

- Digital Craft: Technological Achievement in Digital Craft
Advertiser: Double A
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Gold Spikes

- Design: Digital & Interactive Design
- Digital: Brand / Product Video
- Film Craft: Production Design / Art Direction

Advertiser: Double A
Title: Obsession for Smoothness
Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.
(Three Gold awards)

- Design: Promotional Item Design
Advertiser: AIG Japan Holdings
Title: Pride Jersey
Agency: TBWA\HAKUHODO Inc.

Silver Spikes

- Radio & Audio: Use of Audio Technology

Advertiser: Star Flyer Inc.

Title: Star Chorus

Agency: Hakuhodo Inc.

- Media: Use of Social Platforms
- Entertainment: Excellence in Audience Engagement & Distribution Strategy

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

(Two Silver awards)

- PR: Healthcare
- Healthcare: Non-profit Foundation-led Education & Awareness

Advertiser: Locomo Challenge Council

Title: Locomo Challenge!

Agency: Hakuhodo Inc.

(Two Silver awards)

- Digital: Influencer / Talent
- Film Craft: Visual Effects
- Film: Consumer Durables

Advertiser: Double A

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

(Three Silver awards)

- Design: Environmental / Social Impact

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

Bronze Spikes

- Film Craft: Direction
- Film Craft: Use of Original Music

Advertiser: Double A

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

(Two Bronze awards)

- Entertainment: Excellence in Audience Engagement & Distribution Strategy

Advertiser: Subaru Corporation

Title: Subaru "Your Story With" Wholistic Branded Entertainment CP with TVC/TVDRAMA/NOVEL

Agency: STORIES LLC / Hakuhodo Inc. / Yomiko Advertising Inc.

- Brand Experience & Activation: Use of Social & Digital Platforms

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

- Brand Experience & Activation: Corporate Social Responsibility (CSR) / Corporate Image
- Brand Experience & Activation: Integrated Campaign Led by Brand Experience & Activation
- Digital: Influencer / Talent
- PR: Business Citizenship / Corporate Responsibility & Environmental

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

(Four Bronze awards)

- Print & Outdoor Craft: Illustration

Advertiser: Jakarta Globe

Title: Old Man

Agency: PT Hakuhodo Indonesia

- Print & Publishing: Corporate Social Responsibility (CSR) / Corporate Image

Advertiser: Jakarta Globe

Title: Old Man / Boy

Agency: PT Hakuhodo Indonesia

Young Spikes Design Competition

- Gold

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