

November 20, 2013  
Hakuhodo/Hakuhodo DY Media Partners

Hakuhodo and Hakuhodo DY Partners win China Advertising Great Wall Award -  
Interactive Creativity Award Grand Prize at China International Advertising Festival

Hakuhodo and Hakuhodo DY Media Partners (HDYMP) have won the 2013 China International Advertising Festival China Advertising Great Wall Award - Interactive Creativity Award Grand Prize.

The honor is in recognition of WALK FORCE, an Android app developed by Hakuhodo and HDYMP as an aid for job hunters during the 2014 business year. The app calculates the distance covered by job hunters and converts it to miles. Student job hunters can then exchange the miles they accumulate for coupons to purchase meals, coffee, and the like. Specifically, when the job hunter pushes a button on the app when leaving home or school and when arriving at a business it calculates the straight-line distance between the two points into miles. Accumulated miles can be exchanged for coupons that job hunters can use at four shops in the vicinity of the Hakuhodo and HDYMP head offices in the Akasaka district of Tokyo's Minato Ward. The app was available for a limited time from March through May 2013.

Held annually since 1982, the China International Advertising Festival is one of the most prestigious ad festivals in China. The 2013 Festival was held on October 28 in Nanjing. The China Advertising Great Wall Award – Interactive Creativity Award Grand Prize was selected from among 1,056 entries.

Details about the award are below.

**Grand Prize**

Award name: China International Advertising Festival  
Division: Great Wall Award – Interactive Creativity Award Division  
Category: Wireless – non-media  
Advertiser: Hakuhodo, Hakuhodo DY Media Partners  
Award winning entry: WALK FORCE  
Ad agency: Hakuhodo, Hakuhodo DY Media Partners  
Producer: Hakuhodo i-studio



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