

NEWS RELEASE

Hakuhodo DY Media Partners Wins 1 Gold, 3 Silver, and 2 Bronze Awards at the 19th Asia Pacific Advertising Festival (ADFEST)

In the 19th Asia Pacific Advertising Festival (ADFEST2016) that was held in Pattaya, Thailand from March 16 to 19, 2016, Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President&CEO: Hisao Omori) won 1 Gold, 3 Silver, and 2 Bronze Awards.

The Asia Pacific Advertising Festival (ADFEST) is one of the most authoritative advertising awards in the Asia-Pacific region, this year, there were 1,232 participants from 60 countries, and a total of 3,112 entries in 18 categories, or lotuses.

The award results are as follows.

◆ Gold Award / Interactive Lotus

Advertiser	KDDI au Unlimited Future Laboratory
Title of work	PLAYFUL SOUND SHOES “FUMM”
Agency	Hakuhodo DY Media Partners/Hakuhodo
Production company	TYO ID

FUMM au x NB new balance
Playful sound shoes

Challenge
Children's playing environment is changing. Due to high administrative, population, and growing territories in comparison to the city center. However, there are not many places to play in the city center due to a lack of land being used. In addition, security risks are more frequent, and small children cannot freely play outdoors. These become social problems.

Solution
"FUMM shoes", segmented ready shoes that can play with sounds, were developed. For the development of FUMM shoes, KDDI collaborated with Hakuhodo, as a company which specializes in children's shoes. A total of 4 sensors (touch pressure sensor and acceleration sensor) which measure movement of feet, air pressure sensor which measures height of feet and color sensor which detects color of ground, are built into FUMM shoes. Fun sounds are played from the parent's smartphone in the movement of children when they run or jump. It also has a monitoring watching function for parents where an alarm goes off when the smartphone and FUMM shoes are separated.

Result
FUMM shoes have been much talked about as an innovative product of a communications company. It acquired the same amount of exposure as communications, entertainment, IT, home, smartphone brands. It's indicated as an advanced worldwide theme along with products of competitors. KDDI established a brand as an innovative communications company.

STAFF

Creative director	: Genya Sunouchi (Hakuhodo DY Media Partners)
Planner	: Takeshi Fukui (Hakuhodo)
Art director	: Kentaro Harano (Hakuhodo)
Account executive	: Hirotaka Tanabe, Yauhiro Murata, Hideaki Iura (AH project team)
PR	: Ichiro Senba Yukito Amano (Hakuhodo Products)
Planning and drafting	: Tsuno, Masakichi, chikaike, Yazoo, Madoka (General participating researchers from au Unlimited Future Laboratory)
Production	: TYO ID + YUKAI Engineering + THE GUILD + TOW

◆ Silver Award Film Lotus

Advertiser Oak Lawn Marketing (Shop Japan)
 Title of work JUST BY FALLING DOWN WINTER
 Agency Hakuodo DY Media Partners/Hakuodo
 Production company TYO



STAFF

Creative director : Genya Sunouchi
 (Hakuodo DY Media Partners)
 Planner/Copywriter : Mio Nakatsuka (Hakuodo)
 Planner : Takeshi Fukui (Hakuodo)
 Art director : Kentaro Harano (Hakuodo)
 Account executive : Toshinori Honobe, Ryosuke Shoji,
 Yoshiro Hozumi (Hakuodo)
 Producer : Atsushi Tachikawa (TYO)
 Director : Hiroshi Kikuchi (THE DIRECTORS
 GUILD)

◆ Silver Award Bronze Award / Mobile Lotus

◆ Bronze Award / Media Lotus

Advertiser Nippon Television Network Corporation
 Title of work LIVE NEWSFLASH BANNERS
 Agency Hakuodo DY Media Partners/Hakuodo
 Production company Hakuodo i-studio/FUTUREK/AOI Pro.



LIVE Newsflash Banners

<p>Challenge To broaden the audience of Hakone Ekiden, Japan's biggest sporting event of the year.</p> <p>Idea Supporting the race LIVE as a smartphone banners.</p>	<p>Results 73M imp. 10K tweets during the race 140% site visit up 1.4% TV viewership rate up</p> <p>Pioneered a new potential of smartphone banners to be used as a LIVE broadcasting media</p>
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Every 6 min LIVE in 10 sec TTL 102 banners

- Tracking real-time location of the runners
- Pulling in location data (included in Google Maps) into the banners
- Creating headlines capturing the excitement of the race

STAFF

Creative director : Hitoshi Sakamoto (Hakuodo)
 Creative producer : Ai Suzuki (Hakuodo)
 Producer : Daisuke Fukushima, Atsuyuki Kasagi
 (Hakuodo DY Media Partners)
 Art director : Koichi Kosugi (Hakuodo)
 Designer : Natsuki Kogure
 Account executive : Yasuhito Inagaki
 (Hakuodo DY Media Partners)

◆ Silver Award / Interactive Lotus

Advertiser
 Title of work
 Agency
 Production company

Hakuhodo DY Media Partners/Hakuhodo
 HAKUHODO DNA (ADMAN DNA)
 Hakuhodo DY Media Partners/Hakuhodo
 Hakuhodo i-studio

ADMAN DNA

The Next Generation
 Profession Testing Tool

website > <http://the.dna3.jp/next/g/>



CHALLENGE
 Identifying talented people and professions is unfortunate for both people and company. We made it a challenge to assist job seekers before entering the company to the profession most suited to them.

IDEA
 The face speaks volumes. Just looking at a person's face can give you a sense of their personality and his history.

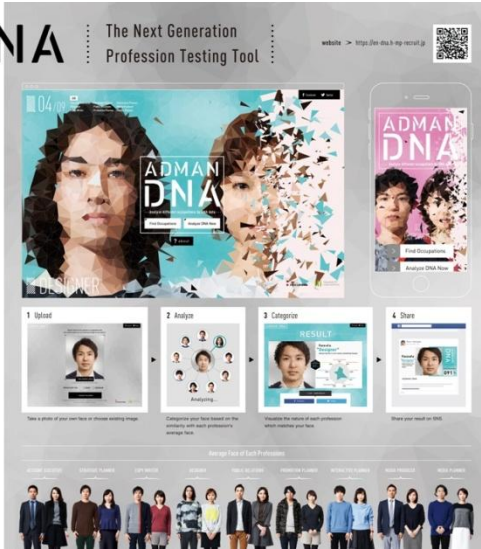
SOLUTION
 We created the next generation profession testing tool "ADMAN DNA". We have analyzed the faces of 700 people who work in the Ad industry categorized by the 8 professions to extract the statistic data on the facial features common to the professions. Using the results, you can also find out the information about the profession, such as nature and the work style.

RESULT
 Many uses this tool and generated a lot of social buzzes.

This website have been visited approximately **800,000** times.

Approximately **100,000** people have used DNA analysis.

Featured on more than **35** media outlets.



STAFF

- Copywriter/Planner : Masatoshi Usami (Hakuhodo)
- Planners : Yuki Kuno (Hakuhodo)
Naotaka Suekuni (Hakuhodo DY Media Partners)
- Management planning director : Shinpei Kono (Hakuhodo DY Media Partners)
- Interactive art director : Tomoya Ikeda (Hakuhodo i-studio)
- Art director & designer : Kengo Tatsuzawa (Hakuhodo i-studio)
- Technical creative director : Yoichi Saito (Hakuhodo i-studio)
- Technical director : Takeshi Yabuki (Hakuhodo i-studio)
- Back end engineer : Shohei Imabuchi (Hakuhodo i-studio)
- Infrastructure engineer : Tatsuya Furuta (Hakuhodo i-studio)
- Front end engineer : Shingo Tashiro (Hakuhodo i-studio)
- Account director : Yu Sato (Hakuhodo i-studio)

■ For more information, contact:
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