

June 29, 2011
Hakuhodo DY Media Partners

Hakuhodo DY Media Partners Awarded a Gold Prize for Media in the Cannes Lions 58th International Festival of Creativity

Hakuhodo DY Media Partners was awarded a gold prize in the Media Division at the Cannes Lions 58th International Festival of Creativity for their Iwate project for the Iwate Nippo.

The Cannes Lions International Festival of Creativity, which was held for the 58th time this year, is the world's most prestigious advertising event. Until last year, the event was known as the Cannes International Advertising Festival; however, the event's new title uses the word "creativity" instead of "advertising". Advertising itself has become increasingly diverse, and the festival now evaluates a wide variety of communications that include online creative works, public relations, social media, and events.

Media Lions in the Media category are awarded to entries that build brand value through insight into *sei-katsu-sha* (state of mind), the innovative use of media and fresh ideas, and by creating original media value.

The winning Iwate project is a service that uses digital technology to publish special editions of the Iwate Nippo for individuals. Users enter their names, commemorative date, comments from family members, and other information, upload photo data, and newspaper space is automatically generated for their story—allowing users to easily create their own articles for circulation. Topics include weddings, births, birthdays, and other personal events, while the backside of the paper features a page of the standard Iwate Nippo publication for that day so that users have a commemorative record of their event.

As the newspaper industry struggles to maintain its existing readership and generate new readers, this individual newspaper publication service creates a local

newspaper rooted in readers' daily lives, and hints at the direction for new business models in the industry.

The award recognized the Iwatte project for its fresh take on using the public medium of a newspaper to commemorate events in individuals' lives. It was also applauded for creating new business opportunities for local newspapers.

Gold Award, Media Category

- Advertiser: Iwate Nippo
- Name of the work: Iwatte



▪ Staff

Business Development Supervisor: Kaihei Uragami (Hakuhodo DY Media Partners)

Producer: Gen Kashiya (Iwate Nippo)

Producer: Takahiro Mori (Iwate Nippo)

Chief Technical Media Producer: Kensuke Joji (Hakuhodo DY Media Partners)

Art Director: Azumi Maruyama (Hakuhodo DY Media Partners)

Development Manager: Tomomi Nakano (Plus Plus)

Development Project Manager: Mikihiro Hayashi (Plus Plus)

Copy Writer: Tomohiko Kawanishi (Hakuhodo)

Designer: Akihiro Azuma (Hakuhodo)

Designer: Misugi Yokoo (Hakuhodo)

■ For more information, contact:

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