

## Hakuhodo Group wins Best in Show, 13 awards, at New York Festivals Advertising Awards

Tokyo, May 13, 2020—Hakuhodo Inc., Japan's second largest advertising company, is pleased to announce that Hakuhodo and Hakuhodo Kettle's "10 Sec. Drama: The Stop Line of Love" has won Best in Show and Grand and Gold awards at New York Festivals Advertising Awards. The 2020 winners were announced on May 4.

The Hakuhodo Group also won another Grand, four Gold and six Silver awards.

Established in 1957, the New York Festivals Advertising Awards are international advertising awards with a long history. The Awards are known for honoring highly socially responsible works each year, having established the United Nations Awards in collaboration with the United Nations.

Awards won

### Best in Show

Title: 10 Sec. Drama: The Stop Line of Love

Advertiser: JMS / Toyota Mobility Parts Co., Ltd. (formerly TACTI Co., Ltd.)

Agency: Hakuhodo Inc. / Hakuhodo Kettle Inc.

### Grand

- Film: Best Use | Under: 10 seconds

Title: 10 Sec. Drama: The Stop Line of Love

Advertiser: JMS / Toyota Mobility Parts Co., Ltd. (formerly TACTI Co., Ltd.)

Agency: Hakuhodo Inc. / Hakuhodo Kettle Inc.

- Sports: Best Use | Social Good: Brand or Charity

Title: The Most Challenging Pingpong Table

Advertiser: Japan Para Table Tennis Association (JPTTA)

Agency: TBWA\HAKUHODO

### Gold

- Film: Best Use | Under: 10 seconds

Title: 10 Sec. Drama: The Stop Line of Love

Advertiser: JMS / Toyota Mobility Parts Co., Ltd. (formerly TACTI Co., Ltd.)

Agency: Hakuhodo Inc. / Hakuhodo Kettle Inc.

- Artistry & Craft In Advertising: Package & Product Design | Art Direction
- Package & Product Design: Best Use | Social/Environmental Good: Charity/Non-Profit
- Sports: Best Use | Social Good: Brand or Charity

Title: The Most Challenging Pingpong Table

Advertiser: Japan Para Table Tennis Association (JPTTA)

Agency: TBWA\HAKUHODO

- Public Relations: Products & Services | Corporate Image

Title: The Restaurant of Mistaken Orders

Advertiser: Daiki Angel Help Co., Ltd.

Agency: TBWA\HAKUHODO

## Silver

- Branded Content/Entertainment: Best Use | Social/Environmental Good: Charity/Non-Profit
- Design: Environmental/Experiential Design | Exhibitions & Live Events
- Design: Brand Design | Promotional Items
- Positive World Impact: Empowerment | Social Justice
- Avant-Garde/Innovative: Avant-Garde/Innovative | Social/Environmental Good: Charity/Non-Profit

Title: The Most Challenging Pingpong Table

Advertiser: Japan Para Table Tennis Association (JPTTA)

Agency: TBWA\HAKUHODO

- Design: Environmental/Experiential Design | Public Spaces

Title: The Reborn Light

Advertiser: Nissan Motor Co., Ltd.

Agency: TBWA\HAKUHODO

### ■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world's 3rd largest advertising agency according to *Advertising Age's* "Agency Report 2020."

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. 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-global.com](http://www.hakuhodo-global.com)

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