



News

博報堂 広報室

HAKUHODO

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博报堂集团在纽约广告节 2018 荣获 1 项金奖、2 项银奖、3 项铜奖

在纽约广告节 2018 上，博报堂集团的 SIX INC. 和 SPA-HAKUHODO 负责制作的“OBSESSION FOR SMOOTHNESS”（广告主：DOUBLE A）荣获 1 项金奖、2 项银奖、3 项铜奖，特此通知。

纽约广告节是于 1957 年创立的历史悠久的国际广告节。与联合国共同举办，设置“联合国奖”，每年都评选出具有高度社会性的作品是其特点。

获奖作品如下。

1st Prize

- Film - Cinema / Online / TV: Business Equipment & Services

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

2nd Prize

- Branded Entertainment-Craft: Best Production Value

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

- Branded Entertainment-Products & Services: Business Equipment & Services

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

3rd Prize

- Digital (Cyber) Communications-Viral: Video

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

- Film-Craft: Art Direction

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

- Film-Craft: Best Production Value

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

【关于本信息的咨询】

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