



News

博報堂 広報室

HAKUHODO

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博报堂集团在 One Show 2018 荣获 Best in Responsive Environment 类 1 项金奖、5 项银奖、3 项铜奖

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One Show 国际创意奖项是由非营利团体 One Club (The One Club for Art and Copy: 创建于 1975 年) 以评估广告的创意为目的，一年一度在纽约举办，是全球最有权威的广告奖之一。

获奖结果如下。

Best in Responsive Environments

- Responsive Environments: Innovation in Responsive Environments

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

Gold

- Responsive Environments: Innovation in Responsive Environments

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

Silver

- Direct Marketing: Craft / Data-Driven Personalization

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

- Direct Marketing: Craft / Use of Digital Technology

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

- Direct Marketing: Ambient Media / Live Events

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

- Responsive Environments: Use of Technology

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

- Moving Image Craft: Craft - Innovation in Moving Image Craft / Visual

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

Bronze

- Design: Moving Image

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

- Branded Entertainment: Experiential / Live Events

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

- Film: Under 100K Budget

Advertiser: NISSAN MOTOR CO., LTD.

Title: THE PROFESSIONAL OF JAPAN

Agency: TBWA\HAKUHODO

【关于本信息的咨询】

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