



# News

博報堂 広報室

**HAKUHODO**

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## 博報堂集团在第 97 届纽约 ADC 奖荣获 Best in Innovation 类、Best in Product Design 类 3 项金奖和 3 项银奖

报堂集团荣获第 97 届纽约 ADC 奖颁发的 Best in Innovation 类、Best in Product Design 类 3 项金奖和 3 项银奖，特此通知。

纽约 ADC 奖是创建于 1920 年的纽约艺术指导俱乐部（ADC：美国纽约）对商业广告和设计采用与艺术品同等的评估标准作出表彰的全球历史最为悠久的广告奖。

获奖结果如下。

### Best in Innovation

- Innovation: Product  
Advertiser: TESS Co., Ltd.  
Title: COGY Wheelchair  
Agency: TBWA\HAKUHODO

### Best in Product Design

- Product Design: Wildcard  
Advertiser: TESS Co., Ltd.  
Title: COGY Wheelchair  
Agency: TBWA\HAKUHODO

## **Gold**

- Innovation: Product

Advertiser: TESS Co., Ltd.

Title: COGY Wheelchair

Agency: TBWA\HAKUHODO

- Product Design: Wildcard

Advertiser: TESS Co., Ltd.

Title: COGY Wheelchair

Agency: TBWA\HAKUHODO

- Digital Experiences: Responsive Environments

Advertiser: adidas Japan

Title: GREEN LIGHT RUN

Agency: TBWA\HAKUHODO

## **Silver**

- Craft in Video: Direction

Advertiser: DOUBLE A

Title: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

- Craft in Video: Special Effects

Advertiser: DOUBLE A

Advertiser: OBSESSION FOR SMOOTHNESS

Agency: SIX INC./SPA-HAKUHODO

- Design for Good: Product

Advertiser: TESS Co., Ltd.

Advertiser: COGY Wheelchair

Agency: TBWA\HAKUHODO

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### **【关于本信息的咨询】**

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