



News

博報堂 広報室

HAKUHODO

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**博报堂集团
荣获釜山国际广告节（AD STARS）2018 大奖
同时获得金奖 2 项、银奖 11 项、铜奖 13 项**

今年迎来第 11 届的釜山国际广告节（AD STARS）于 8 月 23 日-25 日在韩国釜山举行，博报堂集团下属 TBWA\HAKUHODO 公司荣获大奖。

TBWA\HAKUHODO 还获得金奖 2 项、银奖 9 项、铜奖 10 项。博报堂 Malaysia 获得银奖 2 项、铜奖 2 项、博报堂 Indonesia 获得铜奖 1 项，获奖总数达 27 项。

获奖结果如下。

Grand Prix

- Design: Communication Design
- Advertiser: AIG Japan Holdings
Title: Pride Jersey
Agency: TBWA\HAKUHODO Inc.

Gold

- Innovation: Product & Service
 - PR: Practices & Specialism
- Advertiser: AIG Japan Holdings
Title: Pride Jersey
Agency: TBWA\HAKUHODO Inc.

※在 2 个类别获奖

Silver

- Design: Product & Service
- PR: Product & Service
- Social & Influencer: Product & Service
- Social & Influencer: Social Insight & Engagement
- Gender Equality
- Human Rights

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

※在 6 个类别获奖

- Interactive: Interactive Craft
- PR: Practices & Specialism
- Promotion: Use of Promo & Activation

Advertiser: Nissan Motor Co., Ltd.

Title: ProPilot Hotel

Agency: TBWA\HAKUHODO Inc.

※在 3 个类别获奖

- Outdoor: Outdoor Craft
- Print: Print Craft

Advertiser: Greenpeace Malaysia

Title: Drought

Agency: Hakuhodo Malaysia Sdn. Bhd.

※在 2 个类别获奖

Bronze

- Diverse Insights

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

- Innovation: Product & Service
- Integrated: Product & Service
- Interactive: Product & Service
- Interactive: Use of Interactive
- PR: Product & Service
- Direct: Product & Service
- Direct: Use of Direct Marketing

Advertiser: Nissan Motor Co., Ltd.

Title: ProPilot Hotel

Agency: TBWA\HAKUHODO Inc.

※在 7 个类别获奖

- Diverse Insights
- Design: Product & Service

Advertiser: NHK

Title: Safety Hacks

Agency: TBWA\HAKUHODO Inc.

※在 2 个类别获奖

- Print: Product & Service
- Green

Advertiser: Greenpeace Malaysia

Title: Drought

Agency: Hakuhodo Malaysia Sdn. Bhd.

※在 2 个类别获奖

- Direct: Use of Direct Marketing

Advertiser: Kapal Perempuan

Title: Hidden Violence Photo

Agency: PT Hakuhodo Indonesia

【关于本信息的咨询】

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