

2018年10月16日

株式会社博报堂

株式会社博报堂 DY Media Partners

**博报堂集团和博报堂 DY Media Partners 集团
在 Spikes Asia 2018 上荣获大奖在内的 24 项奖项
— 在 Young Spikes 部门也荣获金奖 —**

在新加坡举行的亚洲地区最大级别的广告节“Spikes Asia 2018”（亚洲创意节 2018）上，博报堂集团和博报堂 DY Media Partners 集团荣获包括大奖在内的 24 项奖项（大奖 1 项、金奖 4 项、银奖 9 项、铜奖 10 项）。

此外，以 2 名各国代表为一组的年轻创意者为对象的 Young Spikes 奖项中，来自博报堂的一组获得金奖。

获奖结果如下。

Grand Prix

- Digital Craft: Technological Achievement in Digital Craft

Advertiser: Double A

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

Gold Spikes

- Design: Digital & Interactive Design
- Digital: Brand / Product Video
- Film Craft: Production Design / Art Direction

Advertiser: Double A

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

(Three Gold awards)

- Design: Promotional Item Design

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

Silver Spikes

- Radio & Audio: Use of Audio Technology

Advertiser: Star Flyer Inc.

Title: Star Chorus

Agency: Hakuhodo Inc.

- Media: Use of Social Platforms

- Entertainment: Excellence in Audience Engagement & Distribution Strategy

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

※在 2 个类别获奖

- PR: Healthcare

- Healthcare: Non-profit Foundation-led Education & Awareness

Advertiser: Locomo Challenge Council

Title: Locomo Challenge!

Agency: Hakuhodo Inc.

※在 2 个类别获奖

- Digital: Influencer / Talent

- Film Craft: Visual Effects

- Film: Consumer Durables

Advertiser: Double A

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

※在 3 个类别获奖

- Design: Environmental / Social Impact

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

Bronze Spikes

- Film Craft: Direction
- Film Craft: Use of Original Music

Advertiser: Double A

Title: Obsession for Smoothness

Agency: SIX Inc. / Spa-Hakuhodo Co., Ltd.

※在 2 个类别获奖

- Entertainment: Excellence in Audience Engagement & Distribution Strategy

Advertiser: Subaru Corporation

Title: Subaru “Your Story With” Wholistic Branded Entertainment CP with TVC/TVDRAMA/NOVEL

Agency: STORIES LLC / Hakuhodo Inc. / Yomiko Advertising Inc.

- Brand Experience & Activation: Use of Social & Digital Platforms

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

- Brand Experience & Activation: Corporate Social Responsibility (CSR) / Corporate Image
- Brand Experience & Activation: Integrated Campaign Led by Brand Experience & Activation
- Digital: Influencer / Talent
- PR: Business Citizenship / Corporate Responsibility & Environmental

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO Inc.

※在 4 个类别获奖

- Print & Outdoor Craft: Illustration

Advertiser: Jakarta Globe

Title: Old Man

Agency: PT Hakuhodo Indonesia

- Print & Publishing: Corporate Social Responsibility (CSR) / Corporate Image

Advertiser: Jakarta Globe

Title: Old Man / Boy

Agency: PT Hakuhodo Indonesia

Young Spikes Design Competition

- Gold

Taro Taniwaki, Hakuhodo Inc.

Takayuki Ichida, Hakuhodo Inc.

【关于本信息的咨询】

博报堂 广报室 (koho.mail@hakuhodo.co.jp)