



News

博報堂 広報室

HAKUHODO

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博報堂集团，在第22届亚太广告节（ADFEST 2019） 荣获 LOTUS ROOTS 类奖 1 项、金奖 7 项、银奖 10 项、铜奖 9 项

第22届亚太广告节（ADFEST 2019）于3月20日~23日在泰国的芭提雅举行，博报堂集团负责制作的作品荣获 LOTUS ROOTS（莲花根）类奖*和 26 枚奖牌（金奖 7 项、银奖 10 项、铜奖 9 项）。

ADFEST（亚太广告节）是亚洲太平洋地区最具权威的广告奖项之一，此次共有 2539 件来自在亚太地区的作品参赛，并在 20 个类别中进行角逐。

* LOTUS ROOTS（莲花根）：评价扎根于亚洲各国传统文化和精神世界的作品类别

获奖结果如下。

Lotus Roots

● Lotus Roots

Advertiser: Takasaki City

Title: Red Restaurants List

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

Gold

● Brand Experience & Engagement Lotus: Sponsorship & Brand Partnership

● Design Lotus: Product Design - Consumer Products

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO

※在 2 个类别获奖

●Brand Experience & Engagement Lotus: Use of Digital & Social Platforms

Advertiser: Y!mobile

Title: 720 HOURS OF YOUTH

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

●Brand Experience & Engagement Lotus: Integrated Campaign Led by Brand Experience & Engagement

●Direct Lotus: Direct Campaign for Retention/Loyalty

●Direct Lotus: Best Integrated Direct Campaign

Advertiser: Takasaki City

Title: Red Restaurants List

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

※在3个类别获奖

●Mobile Lotus: Use of Technology for Mobile

Advertiser: Panasonic

Title: Bird Hearing Test

Agency: Hakuhodo Inc.

Silver

●Design Lotus: Product Design - Innovative & Sustainable Design

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO

●Design Lotus: Poster

Advertiser: Sushi Sei

Title: Flavourful Ocean - Salmon/Octopus

Agency: PT Hakuhodo Indonesia

●eCommerce Lotus: Food & Beverage

Advertiser: Vegibus Inc.

Title: VEGI-BUS

Agency: Hakuhodo Inc.

●Film Lotus: Finance & Real Estate

Advertiser: American Family Life Assurance Company of Columbus

Title: Marathon With No Start Line

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

●Film Craft Lotus: Script

Advertiser: jms

Title: [10 Sec. Drama] The Stop Line of Love Campaign

Agency: Hakuhodo Inc. / Hakuhodo Kettle Inc.

●Interactive Lotus: Digital Integrated Campaign - Cars, Other Vehicles, Accessories & Auto Services

●Interactive Lotus: Best Use of a Prototype Technology

Advertiser: NISSAN

Title: ProPILOT Park RYOKAN

Agency: TBWA\HAKUHODO

※在 2 个类别获奖

●Media Lotus: Best Use of Audio

Advertiser: Star Flyer Inc.

Title: Star Lullaby / Star Chorus

Agency: Hakuhodo Inc.

●Media Lotus: Best Integrated Media Campaign

Advertiser: Takasaki City

Title: Red Restaurants List

Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

●Outdoor Lotus: Digital Poster & Video

Advertiser: Society for Community Organization (SoCO)

Title: Subdivided Flat in a Lane

Agency: Hakuhodo Hong Kong Ltd.

Bronze

●Audio Lotus: Best Use of Radio/Audio Medium

Advertiser: Star Flyer Inc.

Title: Star Lullaby / Star Chorus

Agency: Hakuhodo Inc.

●Branded Entertainment Lotus: Best Use of User Generated Content

●Outdoor Lotus: Digital Poster & Video

Advertiser: Netflix

Title: Lick Away Bad Day

Agency: Wolf Bangkok

※在 2 个类别获奖

●Branded Entertainment Lotus: Best Use of Talent

●Branded Entertainment Lotus: Best Use of Sports

Advertiser: AIG Japan Holdings

Title: Pride Jersey

Agency: TBWA\HAKUHODO

※在 2 个类别获奖

●Film Lotus: Food

Advertiser: UHA Mikakuto Co., Ltd.

Title: Sakeru Gummy vs. Looong Sakeru Gummy Campaign

Agency: Hakuhodo Inc.

●Film Craft Lotus: Costume Design

Advertiser: Central Department Store

Title: Shop Hard Work Harder

Agency: Wolf Bangkok

●Interactive Lotus: Use of Digital Technology

Advertiser: trippiece

Title: Deep Learning Japan

Agency: Hakuhodo Inc. / SIX Inc.

●Media Lotus: Best Use of Technology

Advertiser: Ezaki Glico Co., Ltd.

Title: Say Pocky for HAPPINESS PLAYLIST

Agency: Hakuhodo Inc.

【关于本信息的咨询】

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