

2019年10月15日

博报堂集团在 Spikes Asia 2019 上 荣获包含 2 项类别最高奖在内的 31 项奖项

在新加坡举行的亚洲地区最大级别的广告节“Spikes Asia 2019”（亚洲创意节 2019）上，博报堂集团荣获类别最高奖 2 项、金奖（包含 Creative eCommerce）7 项、银奖 8 项、铜奖 14 项，共计 31 项奖项。

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，也获得金奖等奖项，特此通知。

获奖结果如下。

<Grand Prix/最高奖>

- Film: Automotive
Title: 10 Sec. Drama: The Stop Line of Love
Advertiser: JMS/TACTI Co., Ltd.
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

- Film Craft: Script
Title: 10 Sec. Drama: The Stop Line of Love
Advertiser: JMS/TACTI Co., Ltd.
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

<Gold/金奖>

- Design: Promotional Item Design
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO

- Design: Live Events
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

- Design: Environmental/Social Impact
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO

- Digital Craft: Innovative Use of Technology
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.

- PR: Integrated Campaign Led by PR
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

- PR: Healthcare
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

<Creative eCommerce> *相当于金奖

- Creative eCommerce: Food/Drink
Title: Vegi-Bus
Advertiser: Vegibus Inc.
Agency: Hakuhodo Inc.

<Silver/银奖>

- Brand Experience & Activation: Corporate Social Responsibility (CSR)/Corporate Image
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

- Brand Experience & Activation: Social Behaviour & Cultural Insight
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

- Design: Live Events
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO

- Design: Creation of a New Brand Identity
Title: The Restaurant of Mistaken Orders
Advertiser: Daiki Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

- Digital: Media/Entertainment
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.

- Integrated: Integrated
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

- Entertainment: Co-Creation & User Generated Content
Title: #BPM100 Dance Project
Advertiser: Japanese Red Cross Society, Bytedance KK
Agency: TBWA\HAKUHODO

- Healthcare: Disease Awareness & Understanding
Title: Invisible Disease – Changing The Way We Think About Psoriasis –
Advertiser: Janssen Pharmaceutical K.K.
Agency: Ozma Inc.

<Bronze/铜奖>

- Brand Experience & Activation: Not-for-profit/Charity/Government
Title: Clever Cash
Advertiser: Save Street Child Sidoarjo
Agency: PT Hakuhodo Indonesia
- Brand Experience & Activation: Local Brand
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Brand Experience & Activation: Exhibitions/Installations
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO
- Design: Live Events
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.
- Entertainment: Fiction & Non-Fiction Film: Up to 5 minutes
Title: Marathon with No Start Line
Advertiser: American Family Life Assurance Company of Columbus (AFLAC)
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Entertainment: Fiction & Non-Fiction Film: Over 30 minutes
Title: More Than Likes
Advertiser: SoftBank Corp.
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.
- Entertainment: Sports for Good
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO
- Film: Consumer Services/Business to Business
Title: Fish Flops
Advertiser: Siam Commercial Bank
Agency: Wolf Bkk
- Film: Branded Content & Entertainment Film
Title: The Last Letter
Advertiser: U-Can Inc.
Agency: Hakuhodo Inc.
- Film: Consumer Services/Business to Business
Title: Marathon with No Start Line
Advertiser: American Family Life Assurance Company of Columbus (AFLAC)
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

- Mobile: Innovative Use of Technology
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc./Hakuhodo Inc./Hakuhodo Kettle Inc.
- Music: Use of Social/Digital Platform
Title: #BPM100 Dance Project
Advertiser: Japanese Red Cross Society, Bytedance KK
Agency: TBWA\HAKUHODO
- Outdoor: Live Advertising & Events
Title: Clever Cash
Advertiser: Save Street Child Sidoarjo
Agency: PT Hakuhodo Indonesia
- PR: Local Brand
Title: Red Restaurants List
Advertiser: Takasaki City
Agency: Hakuhodo Kettle Inc./Hakuhodo Inc.

<Young Spikes>

- Design Competition: **Gold / 金奖**
日本代表
清水 万里合 TBWA\HAKUHODO
押部 由纪奈 I&S BBDO
- Media Competition: **Silver / 银奖**
日本代表
石仓 一诚 博报堂
内田 翔子 TBWA\HAKUHODO
- Integrated Competition: **Bronze / 铜奖**
日本代表
佐藤 亚美 博报堂
武田 奈奈 电通

■关于博报堂

博报堂成立于1895年，是一家总部设在日本的综合广告和传播公司。作为博报堂DY集团的核心广告公司，博报堂在《广告时代》(Advertising Age)的“2018广告代理行业报告”中被评为世界第六大广告公司。

博报堂集团在20个国家和地区设有办事处，在日本国内外有10,000多名专家。博报堂正在优化其在新兴国家，特别是亚洲国家的结构，准备进一步扩大其在该地区的业务。

“生活者发想”是博报堂构想、规划和品牌建设的基础。它提醒我们，消费者不仅仅是履行经济职能的购物者，他们是会心跳的人，他们是具有独特生活方式的人。博报堂在20世纪80年代引入这个词来强调其对消费者的生活进行全方位研究。

博报堂以其非凡创意而闻名，曾两次获得戛纳国际创意节大奖(Grand Prix)，也是荣获2003年戛纳国际创意节50周年Special Lion奖的唯一一家来自亚洲的广告公司。

要了解更多信息，请访问：www.hakuhodo.cn

【关于本信息的咨询】

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