

Shiseido's Online Video Ad "High School Girl?" Wins Gold Pencil at "THE ONE SHOW"

(New York-----May 11, 2016) Shiseido's online video ad, "High School Girl?" won Gold Pencil in the "Branded Entertainment" category at "THE ONE SHOW."

Mr. Kevin Swanepoel, CEO of THE ONE CLUB, commented: "Exceptional crafts. Attractive movie that makes the audience want to see more. Amazing!"



At THE ONE SHOW Awards Ceremony
Masato Kosukegawa, Creative Director, Advertising & Design Dept (Left),
Momoko Kimura, Corporate Communication Division (Right)

THE ONE SHOW, launched by THE ONE CLUB, an American non-profit organization founded in 1975, is considered to be one of the three most important awards in advertising along with the Cannes Lions International Festival of Creativity and the CLIO Awards.

▼ THE ONE SHOW Website

<http://www.oneshow.org/>

Earlier this year, the video ad won the gold in the Art Direction category of "The International ANDY Awards 2016" – one of the esteemed international advertising awards launched by New York Advertising Club in 1964.

▼ The International ANDY Awards Website

<https://www.andyawards.com/>

The Online Video Ad "High School Girl?"

The aim of the video ad, released exclusively on YouTube on October 16, 2015, was to convey the fun of makeup to young people. Various elements in the video have aroused much interest, such as the level of detailed attention by Director Show Yanagisawa and Director of Photography Jin Ohashi, the makeup skills and techniques of Shiseido's hair and makeup artists, and the cast who were actually high school students and went through long hours of shooting. As a result, the total number of views on YouTube exceeded nine million.



▼"High School Girl?-The Secret of High School Girls"Original Movie

<https://www.youtube.com/watch?v=5n3Db6pMQ-8>

▼"High School Girl?-The Secret of High School Girls"Behind the Scenes

https://www.youtube.com/watch?v=CM_uPPvXUXs

▼"High School Girl?" Special Website

<http://www.shiseido.co.jp/highschoolgirl/>