

## Shiseido's Web Movie, "High School Girl?" Won Two Gold Lions at "Cannes Lions."

In the international advertising award, Cannes Lions International Festival of Creativity that was held in Cannes, France from June 18 to June 25 2016, Shiseido won two Gold Lions for Viral Film in Film category and for Achievement in Production of Film Craft category for its web movie, "High School Girl?".

The Jury President of Cannes Lions Film Craft category, Ms. Laura Gregory said "Juries were looking for entries 'to deliver a piece of work in a way that elevates it beyond the written script. We're looking for details and choices. That includes casting, animation, visual effects, sound design and more. It's not just about the idea," "High School Girl?" for Shiseido was among the jury's favorites."

This movie was jointly created by WATTS OF TOKYO, the video production company, and Shiseido.

Shiseido won Gold Lions for the first time since 2007 when "LIKE A DOLL" for MAJOLICA MAJORCA won Gold Lion in Cyber category, and as for the Film, since 1985 when INOUI CM won Gold Lions.



At the award ceremony of Cannes Lions. From left in the center of image, Mr. Kouichi Hanyu of Shiseido Japan, Mr. Yoshito Imai of WATTS OF TOKYO, Mr. Masato Kosukegawa and Ms. Aya Usui of Shiseido Co., LTD, Mr. Kouichiro Senda of Shiseido Japan and the Jury President of Film Craft category, Ms. Laura Gregory. © cannes lions international festival of creativity

### 【About Cannes Lions】

The Cannes Lions was founded in 1954 as global advertising award and is one of the largest events in the numbers of entries and audience among the international awards for those working in the advertising, creative communications and related fields. In 2016, there were more than 15,000 people gathered from about 100 countries and more than 40,000 entries were made in 23 categories, including Lions Health, Lions Innovation, and Lions Entertainment that were concurrently held.

In the Film Craft category, there were 2317 entries in all, including one Grand Prix, 17 Gold Lions, 13 Silver Lions, and 46 Bronze Lions while Film category had a total of 2801 entries with one Grand Prix, 15 Gold Lions, 31 Silver Lions, and 40 Bronze Lions.

▼ Cannes Lions Official Site

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

**【Awards List that “High School Girl?” has won until today】**

TIME	AWARDS	OFFICE	CATEGORY	RESULT
Nov. 19, '15	EPICA AWARDS	FRANCE	Film	GRAND PRIX
			Digital & Mobile (DIG)	GOLD
			TV/Cinema (FLM)	GOLD
Mar. 19, '16	ADFEST	THAI	Film Lotus	GOLD
Apr. 1, '16	BOVA BRAIN ONLINE VIDEO AWARD	JAPAN	Advertiser	SEMI GRAND PRIX
Apr. 12, '16	ANDY AWARDS	US	Art Direction	GOLD
May 11, '16	THE ONE SHOW	US	Branded Entertainment	GOLD
May 19, '16	D&AD	U.K.	Film Advertising Crafts	Wood
			Branded Film Content & Entertainment	Graphite
May 19, '16	NEW YORK FESTIVALS	US	Film - Cinema / Online / TV	THE BEST OF SHOW THE GRAND PRIZE THE 1 <sup>ST</sup> PRIZE
June 24, '16	THE CANNES LIONS	FRANCE	Film Lions	GOLD
			Film Craft Lions	GOLD

#### **About “High School Girl?”**

“High School Girl?” was created with an aim of conveying “the fun of makeup” to the younger generations and released exclusively on YouTube on October 16, 2015. The director, Mr. Show Yanagisawa, and the cameraman, Mr. Jin Ohashi had engaged in filming with determinations and dedications into the details while our hair and makeup artists demonstrated their artistic sense of makeup, and high school students had a passion and patience to go through long hours shooting. All of them have created a buzz and the movie has been played more than 9.5 million times since the release.



▼ “High School Girl?” Full-Length Movie

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

▼ “High School Girl?” Behind the Scenes

[https://www.youtube.com/watch?v=CM\\_uPPvXUXs](https://www.youtube.com/watch?v=CM_uPPvXUXs)

▼ “High School Girl?” Special Site

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