

Shiseido's Online Video Ad "High School Girl? - The Secret of High School Girls" Chosen as Grand Prix Film Winner at Epica Awards by Journalists Specializing in Advertisement

At the Epica Awards 2015 held in Berlin, Germany on November 19, 2015, Shiseido's online video ad, "High School Girl? - The Secret of High School Girls," won the Gold award in both the "Online Campaigns - Luxury" and "Direction & Cinematography" categories, as well as the Grand Prix Film award, which was chosen from the Gold award winners in all categories.

At the awards ceremony, it was revealed that the video ad had been unanimously chosen by the Grand Prix Film judging committee. Epica jury president Olivier de Montchenu of Euronews commented, "It is an incredibly powerful idea, extremely well executed--it's almost like a short feature film."

The Online Video Ad "High School Girl? - The Secret of High School Girls"

The video ad was produced with the aim of conveying the fun of makeup to young people and released only on YouTube on October 16. Various elements in the video have aroused much interest, such as the level of attention paid to the detailed expressions 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 eight million approximately one month after posting.



▼ "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? - The Secret of High School Girls"
Special Website

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

The Epica Awards

The Epica Awards are a series of international advertising awards founded in 1987 and headquartered in France. The awardees are chosen not by creators but by marketing and communications magazine journalists around the world. In 2015, a total of 585 agencies from 75 countries sent in entries to the Epica Awards, and 53 media editors and reporters from 44 countries judged the submitted entries. Gold, Silver, and Bronze award winners were chosen for each of the 69 categories, and four Grand Prix award winners for the Film, Digital, Press, and Outdoor categories were chosen from the Gold award winners.

In addition to Shiseido, translation services agency ElaN Languages was chosen for the Grand Prix Digital award for its campaign video; John Lewis, a long-established department store in the U.K., was chosen for the Grand Prix Press award for its graphic advertisement series; and automobile manufacturer MINI was chosen for the Grand Prix Outdoor award for its outdoor advertisement.

▼ Epica Awards 2015 website

<http://winners.epica-awards.com/2015>