

## Shiseido's Web Movie, "High School Girls?" Won Grand Prix and Gold Lions awards at "Spikes Asia 2016"

On September 23, 2016, Shiseido won the Grand Prix in Film Craft category and Gold Spike in Film category for its web movie "High School Girl?" at Spikes Asia 2016 awards held in Singapore.

Spikes Asia is the region's most prestigious awards for creative communications. This year, the award reached record-breaking numbers with 5,132 entries from 23 countries. Admissions are judged by leading global creatives at the Festival.

Tomoaki Yamura, Shiseido's web producer, attended the awards. He shared his feelings with us about the project recognition: "I would like to thank Show Yanagisawa, Jin Ohashi, and of course the "School Girls" who made this all possible. We are sincerely grateful to the Jury for the recognition of this project."



At the SPIKES ASIA 2016 awards ceremony:  
Tomoaki Yamura, Shiseido(Center), Kenji Nishina, WATTS OF TOKYO(Left)

### About the Online Video "High School Girl?"

The aim of the video ad, released exclusively on YouTube on October 16, 2015, was to convey the power of makeup to young people. Various elements of the video aroused interest in the advertising world: 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 after release reached almost 10 million.



▼ "High School Girl?" Original 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 Website

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