

## Shiseido's "High school Girl?" YouTube video Wins Clio's Gold Award And New York's Advertising Week Bravery Award

On September 26<sup>th</sup>, 2016, Shiseido won the Clio's Gold Award in the Film category for its online video "High School Girl?". The Clio award is an international advertising award competition, held in New York, NY. Simultaneously, the creative video clip received the Silver Award in the Beauty Film category at Clio Fashion & Beauty 2016.

Established in 1959, the Clio Awards are considered to be one of the three major awards in advertising, along with THE ONE SHOW and the Cannes Lions International Festival of Creativity. With this trophy, "High School Girl?" has scored Gold at all the "Big 3" advertising awards.

Mr. Yuya Furukawa of Dentsu Inc., who serves as Chief Creative Officer in the Clio Awards Film category, made the following comment: "This video successfully conveys a fresh image and is beautifully created. It was highly acclaimed by the juries, who were amazed by the idea realized in the production."

Meanwhile, the ad also won the Bravery Award at the "13th annual Stars of Madison Avenue" event, which was held from September 26<sup>th</sup> to the 30<sup>th</sup> this year in New York as a kick-off event for the New York Advertising Week. At the award ceremony, Shiseido's Creative Director, Mr. Masato Kosukegawa delivered a speech touching upon the aim and intention of this online video, how much he was surprised by the reactions it produced around the world, and the potential he saw in creativity.



Photo 1: Clio Awards ceremony venue: American Museum of Natural History, the Milstein Hall of Ocean Life.

Photo 2: Shiseido's Creative Director, Mr. Masato Kosukegawa (left) and Ms. Momoko Kimura (right) of Shiseido Co., Ltd, at the award ceremony of Clio Awards.

Photo 3: Mr. Kosukegawa giving a speech at the podium of Clio Awards ceremony.

### ▼ Clio Awards Website

<http://clios.com/>

### 【About the "13th annual Stars of Madison Avenue"】

The 13th annual Stars of Madison Avenue Luncheon was hosted by the Advertising Club of New York on September 26, 2016 in New York as a kickoff event to the New York Advertising Week. 2016.

The Bravery Award winners are as follows:

- Burger King: "Mc Whopper"
- Comcast Xfinity: "Emily's Oz"
- Equinox: "Commit to Something"
- Harvey Nichols: "Shoplifters"
- Shiseido: "High School Girl?"

### ▼ Stars of Madison Avenue AWARDS LUNCHEON 2016

<http://www.theadvertisingclub.org/content/stars-madison-avenue-awards-luncheon-2016-0>

## About "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 regular high school students that went through long hours of shooting. The resulting creative video ad resonated with a global audience and exceeded 9.5 million views on YouTube.



▼ "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/>