

**Shiseido's Online Video Ad Wins Gold at 2016 56th ACC CM FESTIVAL, Japan's Largest Ad Award;  
Tops 2016 Ad Awards: Best of Best (Overseas) Ranking by Monthly Magazine "Brain"**

Shiseido's online video ad, "High School Girl?" won gold in Film Section, B Category\* and bronze in the Entertainment Section of Japan's largest advertising award, 2016 56th ACC CM FESTIVAL, held on November 1, 2016.

\*B Category features video advertisements released online.



At 2016 56th ACC CM FESTIVAL award ceremony (from left to right): Masato Kosukegawa (Shiseido Creative Director), Masahiro Kijima (WATTS OF TOKYO), Takahiro Hayashi (Shiseido Corporate Officer), Kenji Nishina, Yoshito Imai, and Kouji Mizokawa (WATTS OF TOKYO)

## About ACC CM FESTIVAL

ACC CM FESTIVAL was established in 1961 by All Japan Radio and Television Commercial Confederation as an award for TV and radio advertisements. It is widely known as the largest advertising award in Japan. The number of entries this year totaled 2,685; among them, 367 entries in Film Section B Category with 1 ACC grand-prix, 3 gold, 3 silver, and 4 bronze winners. Entertainment Category received 245 applications, resulting in 1 ACC grand-prix, 3 gold, 6 silver, and 11 bronze awards.

▼ ACC CM FESTIVAL website (Japanese only):

<http://www.acc-cm.or.jp/festival/>

The online video ad also ranked first in the 2016 Ad Awards: Best of Best (Overseas) ranking released on December 1, 2016, in "Brain", a monthly magazine for advertising and creative professionals (Sendenkaigi Co., Ltd.) The top position is the result of receiving international awards, including three golds received by the ad in the world-largest advertising awards – the Cannes Lions, the Clio Awards, and The One Show.

▼ Ranking in "AdverTimes", online media by Sendenkaigi (Japanese only):

<https://www.advertimes.com/20161214/article240635/2/>

Furthermore, on December 15, 2016, the video was announced medalist in the Web advertisement category of the 55th JAA Advertising Awards, a competition for advertisements chosen by consumers.

#### 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 exceeded 9.5 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/>

【受賞リスト/“High School Girl?” Awards List】

Dates 日時	AWARDS 名称	OFFICE 場所	CATEGORY カテゴリー	RESULT 受賞結果
Nov. 19, '15	EPICA AWARDS	FRANCE	Film (フィルム)	GRAND PRIX (グランプリ)
			Digital & Mobile (DIG) (デジタル&モバイル)	GOLD (ゴールド)
			TV/Cinema (FLM) (テレビ/シネマ)	GOLD (ゴールド)
Mar. 19, '16	ADFEST	THAI	Film Lotus (フィルムロータス)	GOLD (ゴールド)
Apr. 1, '16	BOVA BRAIN ONLINE VIDEO AWARD	JAPAN	Advertiser (広告主)	SEMI GRAND PRIX (準グランプリ)
Apr. 12, '16	ANDY AWARDS	US	Art Direction (アートディレクション)	GOLD (ゴールド)
May 11, '16	THE ONE SHOW	US	Branded Entertainment (ブランデッド エンターテインメント)	GOLD (ゴールド)
May 19, '16	D&AD	U.K.	Film Advertising Crafts (フィルム広告クラフト)	Wood (ウッド)
			Branded Film Content & Entertainment (ブランデッドフィルム コンテンツ& エンターテインメント)	Graphite (グラファイト)
May 19, '16	NEW YORK FESTIVALS	US	Film - Cinema / Online / TV (フィルム-シネマ /オンライン/テレビ)	THE BEST OF SHOW (ザ・ベスト・オブ・ショウ) THE GRAND PRIZE (グランプリ) THE 1 <sup>ST</sup> PRIZE (一等賞)
June 24, '16	THE CANNES LIONS	FRANCE	Film Lions (フィルムライオンズ)	GOLD (ゴールド)
			Film Craft Lions (フィルムクラフト ライオンズ)	GOLD (ゴールド)
Sept 23, '16	SPIKES ASIA 2016	SINGAPORE	Film Craft (フィルムクラフト)	GRAND PRIX (グランプリ)
			Film (フィルム)	GOLD (ゴールド)
Sept 26, '16	THE CLIO AWARD	US	Film (フィルム)	GOLD (ゴールド)
			Fashion & Beauty (ファッション&ビューティー)	SILVER (シルバー)
Sept 26, '16	NEW YORK ADVERTISING WEEK	US	THE BRVERY AWARD (最も勇気ある広告賞)	
Nov 1, '16	2016 56th ACC	Japan	Film (フィルム)	GOLD (ゴールド)
			Interactive (インタラクティブ)	BRONZE (ブロンズ)