

## Shiseido Wins Bronze at The One Show 2026



Shiseido Company, Limited (“Shiseido”) has won a Bronze award in the Community Engagement category at The One Show 2026, a prestigious global advertising awards program held in New York.

The award was given for “BEST AFTER 2055,” a project that preserves the food culture of Ogi Island. This award-winning work has already garnered significant recognition both in Japan and internationally, including the Grand Prix at Spikes Asia 2026 and a Gold at ADFEST 2026.

In addition, “TRACES OF TRANCE,” a curtain artwork created to commemorate the 100th anniversary of the Shinbashi Enbujo Theatre, was named a Merit winner in both the Data Visualization and Out of Home categories.

The One Show is a globally recognized advertising award organized by the non-profit organization The One Club for Creativity, established in 1975 and held annually in New York. It is widely regarded as one of the world’s three major advertising awards, alongside Cannes Lions and The Clio Awards.

### About the Award-Winning Work “BEST AFTER 2055”

- Overview: A project to preserve Ogi Miso, a traditional food culture at risk of disappearing, by canning it and passing it on to future generations 30 years from now.
- Project page (in Japanese): <https://www.shiseidocreative.com/bestafter2055>



### Related Releases

- Shiseido Wins Two Awards, Including Grand Prix, at Spikes Asia 2026  
<https://corp.shiseido.com/en/news/detail.html?n=00000000004156>
- Shiseido Wins Two Golds at ADFEST 2026  
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