

Shiseido's Online Video Ad Wins Gold Award at ADFEST 2016, the Largest Advertising Festival in Asia

At the 19th Asia Pacific Advertising Festival in 2016 (ADFEST 2016) held in Pattaya, Thailand from March 16 to 19, 2016, Shiseido's online video ad, "High School Girl? - The Secret of High School Girls," won the gold award in the film category. Of the 282 entries in the film category, 26 were chosen for the following awards: 1 grande, 3 gold, 6 silver, and 16 bronze awards.



Creative Director Masato Kosukegawa, Advertising and Design Department, Shiseido (left) and Jury President Ben Welsh (right) at the award ceremony

About 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 applying makeup to young people and released only on YouTube on October 16, 2015. 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 has exceeded 9.18 million since its release.



"High School Girl? - The Secret of High School Girls"

▼Original Movie

<https://www.youtube.com/watch?v=5n3Db6pMQ-8>

▼Behind the Scenes

https://www.youtube.com/watch?v=CM_uPPvXUXs

▼Special Website

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

About the 19th Asia Pacific Advertising Festival (ADFEST 2016)

ADFEST, the largest advertising festival in the Asia-Pacific region, has been held in Pattaya, Thailand every year since 1998. It welcomes entries from only countries in Asia and Oceania. This year, there were a total of 3,112 entries for the 18 award categories.

▼"ADFEST2016" Website

<http://www.adfest.com/>