

28 June 2021

30 SECOND SIZED “POCKET SOAP” BY TBWA\HAKUHODO WINS
BRONZE AT CANNES LIONS 2020/21



The 30-second sized “POCKET SOAP” designed by TBWA\HAKUHODO won a bronze in the Health & Wellness Lions category at Cannes Lion International Festival of Creativity 2020/21.

Cannes Lion International Festival of Creativity is one of the biggest annual events in advertising and communication industry held in Cannes, France. Since last year’s event was cancelled due to COVID19, this year, the event was held entirely online from 21 to 25th of June for both 2020 and 2021.

【Award Result】

<BRONZE>

Health & Wellness Lions / A. Consumer Products Promotion / A02. OTC Applications

·Client: Dreams Inc.

·Title: 30SOAP

【Comment from Producer Tsutomu Hirakue】

With COVID19, kids are told to wash their hands so many times every day.

“What is Virus?” “Why do I need to wash my hands so often?”

These questions may come to their mind about washing hands.

In the “We are Viruses” project movie, 6 types of viruses including Corona, tell kids what happens when infected to each virus and complains:
"I'm destined to disappear until the day I'm washed in soap."

Let's have fun fighting off viruses with this cute, virus-shaped pocket soap!
This cute virus-shaped and 30 second-sized pocket soap will help children have fun learning the importance of handwashing and keep them safe from viruses.

【About “POCKET SOAP”】



In 2020, TBWA\HAKUHODO launched "We Are Viruses Project" to help children understand the characteristics and prevention measure of six invisible viruses (corona, influenza, norovirus, ebola, SARS, and adeno) in a fun and easy manner by creating characters of the viruses to attract children's interest. The "POCKET SOAP," created as part of this project, disappears in 30 seconds, the recommended time for hand washing. When the soap that visualizes the virus dissolves,

children can experience the feeling of the actual virus disappearing. By gamifying “handwashing” POCKET SOAP make children enjoy washing their hands. <https://www.weareviruses.com/pocketsoap/>

■ About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA’ s DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo’ s in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high quality solutions to all of our clients - solutions that cause change and have the power to get noticed.

<https://www.tbwahakuhodo.jp/en>