

October 4, 2018

AIG Japan's 'Pride Jersey' wins Grand Prix at the Clio Awards 2018

[TOKYO, JAPAN – October 4, 2018] TBWA\HAKUHODO won a Grand Clio for AIG Japan's 'Pride Jersey' at last night's Clio Awards in New York, which celebrates the world's best creative advertising. The highest honor came in the 'Partnerships & Collaborations' category, and the campaign also picked up three silver and two bronze Clios in various design and PR categories.

The campaign was a colorful call to arms to build a society in which diversity is fully accepted, and in which everyone can be an equal active member. The Pride Jersey is a powerful, evocative symbol against discrimination and was conceived and designed by TBWA\HAKUHODO as part of AIG Japan's "Diversity Is Strength" campaign. The limited-edition T-shirts were made from a special fabric that, when stretched, reveal the full spectrum of the rainbow – the global symbol for diversity and inclusion.

The campaign film featured the All Blacks and Black Ferns - the world champion men's and women's New Zealand national rugby teams - wearing the jerseys while delivering the powerful message that "Diversity Is Strength", and sparked attention to the issue of prejudice, not just in Japan, but all across the world. Just five months after launch, the campaign has already been recognized at numerous international awards for innovation, PR, and product design including Cannes Lions, Spikes Asia, and ADSTARS where it also won a Grand Prix.

"It's a great honor to win the prestigious Grand Clio, and credit goes to the team at AIG Japan for providing us with this meaningful project, and to the people that helped develop the Pride Jersey," **said Kazoo Sato, Chief Creative Officer & Executive Creative Director.** "It's been great to see supporters of diversity and the sporting community from all over the globe participate, which has led people from various walks of life to take interest in the importance of diversity through the campaign – this in itself is truly rewarding. The Pride Jersey is a continuation of the last year's #TackleTheRisk project, and we're very much looking forward to the next opportunity to collaborate with AIG Japan on more exciting campaigns."

NEWS

TBWA\HAKUHODO Inc.

株式会社 TBWA 博報堂

Tel : 03-5446-7386 Fax : 03-5446-7242

www.tbwahakuhodo.co.jp

Advertising Client : AIG Japan Holdings

Campaign Name : Pride Jersey

<Grand Clio>

【Partnerships & Collaborations】

<Silver>

【 Brand Design — Direct Marketing】

【 Public Relations — Cause Related】

【 Public Relations — Other】

<Bronze>

【Product Design — Fashion & Lifestyle】

【Public Relations — Corporate Image】