

## **Hakuhodo claims the overall Grand Prize at the 2015 PR Awards Grand Prix**

December 11, 2015

A project managed by Hakuhodo has received the top Grand Prize at the 2015 PR Awards Grand Prix sponsored by the Public Relations Society of Japan (PRSJ).



A scene from the December 9 awards ceremony

Kagome Co., Ltd.'s Grand Prize-winning Kagome Wearable Tomato project was started to raise awareness among more sports enthusiasts about how well sports and tomatoes go together. For this project, Hakuhodo teamed up with the art unit Maywa Denki, and taking their cue from cutting-edge wearable technology, the partners developed a piggyback device that dispenses tomatoes to a runner as he or she runs. The device was used as a publicity tool that created a news event out of Kagome's sponsorship of the 2015 Tokyo marathon. In recognition of the uniqueness of the project's core idea, the comic appeal of the dispenser, and the scale of the experiment, the project received this year's Grand Prize. The project was entered in the Marketing Category.

By inviting a wide range of examples of communication activities (publicity and PR activities) and awarding and publicizing outstanding communication activities selected through a judging process, the PR Awards Grand Prix aims to improve the quality of communication technologies and further awareness of public relations. One Grand Prize work and

Best-in-Category works in each category are selected and awarded from works (examples) endorsed and nominated from PRSJ members and ordinary (non-member) companies.

This year, 12 projects were nominated from 57 entries, with the Kagome Wearable Tomato project managed by Hakuhodo claiming the Grand Prize.