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**“House of Little Moments Campaign”,  
ADK Taiwan-led creative for Uni-Noodle, sweeps awards  
including the Grand Prix at Spikes Asia 2015**

ADK (Registered name: ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) announces that “House of Little Moments” series, which United-Asatsu International (hereinafter “ADK Taiwan”), a subsidiary of ADK, worked for Uni-President/Uni-Noodle, won numerous awards including the Grand Prix in the Branded Content & Entertainment category and the Silver in the Film category at Spikes Asia 2015.

**Advertiser/Brand: Uni-President/Uni-Noodle**

**Title: “House of Little Moments” series**

“House of Little Moments” series handled by its creative team led by Richard Yu, the agency’s Chief Creative Officer, who enjoys the recognition worldwide for his highly-acclaimed creativity, are short movies to appeal the beauty of a Taiwan’s long-seller instant noodle brand “Uni-Noodle”, depicting it with more focus on “how a consumer actually feels when eating” rather than kinds of condiments and seasonings that add to the product’s flavor. “House of Little Moments”, a virtual ramen noodle shop in the movie, offers one and only bowl of ramen catered to a feeling and a situation of each individual customer may bring with when entering the shop. This movie series beautifully illustrate situations that all walks of life may encounter and unique recipe of ramen cleverly represents each customer’s emotions, which received an enthusiastic response. Indeed, this achieved a

phenomenal success, leading to opening “the real House of Little Moments”, in which customers could have the same experience like the movies albeit limited season. This became much-hyped as well.

■Lists of awards received (as of November 12, 2015)

【Spikes Asia 2015】

○Branded Content and Entertainment category Grand Prix

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Film category Silver

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Digital/Integrated Multi-Platform Campaign category Finalist

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Digital/Fast Moving Consumer Goods category Finalist

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Digital/Webisodes/Series category Finalist

Title: A TASTE OF BROKEN HEART

○Digital/Webisodes/Series category Finalist

Title: MEET-CUTE WITH A MINCED PORK NOODLE

○Digital/Webisodes/Series category Finalist

Title: HAWAII FRIED NOODLES WITH SUNSHINE

○Digital/Webisodes/Series category Finalist

Title: AN EXTRAORDINARY HOME-MADE NOODLE

【2015 Taiwan 4A Creative Awards】\*

○Grand Prix

Title: House of Little Moments series

○Best Film Campaign category Gold

Title: House of Little Moments series

○Best Film (over 60 sec.) category Gold

Title: House of Little Moments series

○Best Promo & Activation category Gold

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Best Integrated Campaign category Gold

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Best Viral Film category Gold

Title: House of Little Moments series

○Best Film (over 60 sec.) category Silver

Title: AN EXTRAORDINARY HOME-MADE NOODLE

○Best Digital Campaign category Silver

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Best Film (over 60 sec.) category Bronze

Title: MONT BLANC

○Best Film (over 60 sec.) category Bronze

Title: A TASTE OF BROKEN HEART

○Best Interactive category Bronze

Title: House of Little Moments series

○Best Visual Design in Digital category Bronze

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Best Film (over 60 sec.) category Merit

Title: MEET-CUTE WITH A MINCED PORK NOODLE

○Best Copywriting in Film category Merit

Title: House of Little Moments series

○Best Website category Merit

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Best Copywriting in Digital category Merit

Title: House of Little Moments series

## 【2015 ROI Festival (CHINA)\*\*】

○Creative Service/Internet Films category Gold

Title: House of Little Moments series

○Creative Service/Viral Video category Gold

Title: House of Little Moments series

## 【2015 GREATER CHINA EFFIE AWARDS】\*\*\*

○GRAND EFFIE NOMINEE

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Product Service/Food category Gold

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Brand Experience/O2O Marketing category Silver

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

**【2015 ONE SHOW GREATER CHINA AWARDS】\*\*\*\***

○Film & Video category Gold

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Branded Entertainment category Gold

Title: HOUSE OF LITTLE MOMENTS SERIES

○Cross Platform category Silver

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

**【2015 China 4A Creative Awards】**

○Interactive/Integrated category Gold

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Craft category Gold

Title: HOUSE OF LITTLE MOMENTS SERIES

○Film & Video category Silver

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Craft category Silver

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Interactive/Digital Marketing category Silver

Title: HOUSE OF LITTLE MOMENTS CAMPAIGN

○Craft category Bronze

タイトル- HAWAII FRIED NOODLE WITH SUNSHINE

\*Taiwan 4A Creative Awards :

The most highly acclaimed advertising award in Taiwan. Aim to assert the importance attached to creative and contribute to enhancing advertising creative in Taiwan. This reviews and judges all entries by advertising media, which cover works created by major brand agencies officially registered as members of Taiwan Advertising Agency Association.

**\*\*ROI Festival (CHINA):**

Established to recognize creativity based on concrete market numerical data, which is the very first award in the Greater China of its kind.

**\*\*\*GREATER CHINA EFFIE AWARDS:**

EFFIE AWARDS is Internationally-respected awards which are given to campaigns which deliver highly effective marketing communication. Initiated in the USA in 1968, now evolved into 42 National and Regional EFFIE (Asia Pacific, Euro, Latin America, North America, Middle East & North Africa) and Global EFFIE. GREATER CHINA EFFIE AWARDS is one of National EFFIE AWARDS.

**\*\*\*\* ONE SHOW GREATER CHINA AWARDS:**

Launched in 2014. Entries come from the entire Greater China covering from the mainland China, to Hong Kong, Taiwan and to Macao.

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