

**I&S BBDO**

## Press Release

当社の押部由紀奈がスパイクスコンペティション  
デザイン部門で金賞を受賞

株式会社 I&S BBDO（代表取締役：加藤和豊、本社：東京都中央区）は、当社のクリエイティブグループ押部由紀奈がヤングスパイクスコンペティション本選大会のデザイン部門で金賞を受賞しましたことをお知らせいたします。

押部は、予選を勝ち抜いて日本代表として本選に参加し、与えられた課題に対して定められた時間内に作成した企画の提出およびプレゼンテーションの末、見事 金賞を受賞。課題の「TIGER BEER」のブランディングにおいて、深いインサイトに基づく強いアイデアで高い評価を得ました。

また押部は本年、ヤングカンヌ日本代表にも選出されおり、同年に両コンペティションの予選を勝ち抜き日本代表になるのは史上初となります（ヤングカンヌはデジタル部門、ヤングスパイクスはデザイン部門での選出）。

併せて、本年のヤングカンヌ・ヤングスパイクスコンペティション日本代表選考会でも、史上最多受賞を達成しております。詳細は以下の通りです。

- ・ヤングカンヌ デジタル部門 ゴールド 日本代表
- ・ヤングスパイクス インテグレート部門 シルバー
- ・ヤングカンヌ PR フィルム部門 ショートリスト
- ・ヤングカンヌ PR 部門 ショートリスト

2019

## Young Spikes Design Competition Gold Winner

← Back to list

Brand Experience & Activation

Creative Effectiveness

Creative eCommerce

Design

Digital

Digital Craft

Direct

Entertainment

Film

Film Craft

Glass: The Award For Change

Grand Prix For Good

### Japan



#### INSIGHT

Bad image of the word "fake" makes fake-fur seems worse though in fact fake-fur is more ethical and cooler than real-fur which is made by poaching & killing wild tigers. It is no surprise that many people choose real-fur as its image matures when choosing fashion items they use. In fact, 74% of people said that they care about it.

**IDEA**  
Rename Fakefur to Faithfur and rebrand it as cool item for New Progressives to show their faith that they choose fake-fur to protect wild tigers against poaching by declining demand for real-fur. It is effective because 71% of New Progressives want to fight for the social cause.

**HOW (REFRESH STRATEGY)**  
It is difficult to dye tiger's real-fur into another color because of its delicate texture and complexity of the stripes. Especially, bleaching black stripes completely while is impossible as it damages delicate tiger-fur devastatingly. As tiger's real-fur is sold only in black-striped yellow, the colorful fur with Rare Stripes of white becomes a symbolic proof that no tiger is poached for production.

#### EXECUTION

We will develop FaithFur cloths in collaborating brands' colors and let them produce & sell their original FaithFur items, which hacks real shops and EC sites of the brands as media. The profit will go to charity. The concept of #faithFur is written on the tags and soon.

We collaborate with popular artists who are willing to save wildlife and let them produce their own FaithFur goods to show their faith. We sell them at their fan clubs and FaithFur campaigns. This makes #faithFur cooler and involve their fans in this movement.

Launched on World Wildlife Day (March 3rd), during AW Paris Collection Week, FaithFur items are shown at the show by collaborating brands and it will be necessarily featured by news and fashion magazines all over the world.

We will populate the social media with #faithFur posts by asking celebrities like supermodels wearing FaithFur at the fashion collection and collaborating artists & brands to do so. People will see and imitate them to buy and post FaithFur items on social media, which creates a buzz.

We will launch an official campaign site that will contain all about #faithFur like its concept, product information, collaborating partners, and media exposures, on World Wildlife Day. It works as a source for those interested in #faithFur and a booster of this movement.

We start a customize service, collaborating with mega fashion brands such as UNIQLO after demand for FaithFur products has increased enough. It enables people to show their own faith through their color choice, which enhances their engagement and changes their behavior for the issue more.

#### DEFINE WHITE-STRIPED COLORFUL FUR AS FAITHFUR



Maria Shimizu, Art Director / Designer, TBWA/HAKUHODO  
Yukina Oshibe, Copywriter / Creative Planner, I&S BBDO

※ヤングライオンズコンペティション、ヤングスパイクスコンペティションについて

ヤングライオンズコンペティション（通称:ヤングカンヌ）、及びヤングスパイクスコンペティションは、カンヌライオンズ、スパイクスアジアそれぞれで行われる 30 歳以下のプロフェッショナルを対象としたコンペ形式のオフィシャルプログラムです。

### 【株式会社 I&S BBDO 会社概要】

代表者: 代表取締役 加藤和豊

設立: 1947 年 6 月 5 日

所在地: 〒104-6038 東京都中央区晴海 1-8-10 晴海トリトンスクエア X

TEL: 03-6221-8585

URL: <https://www.isbbdo.co.jp>

#### ■本件お問い合わせ先:

株式会社 I&S BBDO 広報担当 愛甲 知己

TEL: 03-6221-8523 E-mail: [prdiv@isbbdo.co.jp](mailto:prdiv@isbbdo.co.jp)