

McCANN HEALTH

PRESS RELEASE

McCann Health Japan won 2 Bronzes, 2 Crystals, and a New Stars Ad Competition Silver at AD STARS 2018

【Tokyo- August 30, 2018】

McCann Health Japan (McCann Healthcare Worldwide Japan Inc., Minato-ku Tokyo, Managing Director: Junji Yokokawa) announced that McCann Health Japan won 2 Bronzes, 2 Crystals with ANGFA Co., LTD, SAVE SOAP Project, "Washable Book" as well as a Silver New Stars AD Competition at the AD STARS 2018.

AD STARS 2018 "Busan International Advertising Festival" is an annual international festival held in Korea. This year marking the eleventh year was held from August 23 to 25 under the theme of "Connect!" There were 20,342 entries from 57 countries.

New Stars Ad Competition is for Junior advertising professionals (with 3 years or less experience or aged under 30) around the world can apply for the competition.

Please find details as below

AD STARS 2018

<Outdoor>

- Bronze: Product & Service Ambient (Non standard and Free-format outdoor advertising)/ Pharmaceutical/Toiletries
- Bronze: Product & Service Ambient (Non standard and Free-format outdoor advertising)/ Small Scale Special Solutions

<PR>

- Crystal : Product & Service: Pharmaceutical/Toiletries

<Diverse Insights>

- Crystal

*Other 8 finalists are below:

<Media>

- Use of Media /Use of ambient media
- Product & Service / Pharmaceutical/Toiletries

<Direct>

- Use of Direct Marketing Ambient media
- Product & Service / Pharmaceutical/Toiletries

<Promotion>

- Product & Service / Pharmaceutical/Toiletries

<PR>

- Practices & Specialism Corporate responsibility



- Product & Service / Pharmaceutical/Toiletries
- <Design>
- Communication Design Publications

Client: ANGFA Co., LTD.
Brand: SAVE SOAP Project
Title: Washable Book
Agency: McCann Health Worldwide Japan
Washable Book <https://youtu.be/My2K1ACfU-w>

New Stars AD Competition 2018

<Silver>

Winner: Noriaki Tanimura, Art Director / Mai Kaneda, Experience designer, Copy writer
Title: "BUZZ"ING SAMPLING
Agency: McCann Health Worldwide Japan

Washable Book is the world-first picture book designed to be read by washing your hands on the pages. ANGFA's CSR activity "SAVE SOAP project" delivers infectious disease prevention soap to children in developing countries. This soap was developed as an educational tool to enable children to learn the importance of hand washing without being influenced by literacy rate and digital infrastructure. Through a special printing technology, washing the hands of the characters on the page reveals their future success. Going beyond just hand-washing, through the story children can learn what a germicidal soap can make possible for their future. "Washable Book" promotes handwashing habits of children in Cambodia.

About McCann Health

[McCann Health](#), two-time Network of the Year winner at Cannes Lions Health, and winner of an unprecedented total of the Network of the Year titles from the industry's top three creative award shows in 2017, is one of the world's most awarded global healthcare communications companies. McCann Health, consisting of a global creative agency network, a global medical communications network and a global consulting group, specializes in a wide array of professional, consulting and consumer health and wellness practices. McCann Health is part of McCann Worldgroup and the Interpublic Group (NYSE: IPG). McCann Health in Japan has been awarded at Campaign Magazines Specialist Agency of the Year for the last eight years including 6 Golds. <http://www.mccannhealth.co.jp>

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