

McCANN

McCANN HEALTH

PRESS RELEASE

**McCann Japan won a Silver and a Bronze and McCann Health was named
Healthcare Network of the Year
at the 64th Cannes Lions
International Festival of Creativity 2017**

【Tokyo—June 30, 2017】

McCann Worldgroup Holdings Japan (President & CEO: Charles Cadell; Headquarter: Minato-ku, Tokyo) announced that McCann Japan for the first time won a Silver Lion, a Bronze Lion and 6 finalists at the 64th Cannes Lions International Festival of Creativity 2017.

Also, McCann Health was named Healthcare Network of the Year for the second consecutive year.

Cannes Lions International Festival of Creativity consists of four parts: ① Cannes Lions, ② Lions Health ③ Lions Innovation, and ④ Lions Entertainment. This year saw a total number of 41,170 entries received from around 100 countries across the four festivals.

Please find details as below.

① Cannes Lions

◆**SILVER LION : DESIGN (Live Events)**

Title: Amazon Fashion Week Tokyo 2017 S/S Opening Act

Advertiser: Amazon Japan G.K.

<http://player.canneslions.com/index.html#/works?awards=Silver&category=design&entry=821961&festival=CL>

Adv. Agency: McCann Tokyo



② Lions Health

◆**BRONZE LION : Health & Wellness (Fundraising & Advocacy)**

Title: Still Life

Advertiser: THE END ALS ASSOCIATION

<http://player.canneslions.com/index.html#/works?category=health-and-wellness&entry=832467&festival=LH>

Adv. Agency: McCann Tokyo

③ Special Award: Healthcare Network of the Year
Agency: McCann Health

Shortlisted:

◆Category: Design (Motion Graphics Design & Animation)
Title: Amazon Fashion Week Tokyo 2017 S/S Opening Act
Advertiser: Amazon Japan G.K.
Adv. Agency: McCann Tokyo

◆Category: Design (Motion Graphics Design & Animation)
Title: Amazon Fashion Week Tokyo 2017 S/S Opening Act
Advertiser: Amazon Japan G.K.
Adv. Agency: McCann Tokyo

◆Category: Health & Wellness (Pro-Bono led Education & Awareness)
Title: Still Life
Advertiser: THE END ALS ASSOCIATION
Adv. Agency: McCann Tokyo

◆Category: Design (Spatial Brand Installation & Experience)
Title: Still Life
Advertiser: THE END ALS ASSOCIATION
Adv. Agency: McCann Tokyo

◆Category: PR (Events & Stunts)
Title: Still Life
Advertiser: THE END ALS ASSOCIATION
Adv. Agency: McCann Tokyo

◆Category: Media (Use of Stunts)
Title: Still Life
Advertiser: THE END ALS ASSOCIATION
Adv. Agency: McCann Tokyo

McCann Japan is a key member of McCann Worldgroup Japan which is the largest and only true international advertising agency group that can plan and buy media independently with a media-neutral perspective. Accordingly, McCann Japan has been awarded substantial business from both major Western and Japanese advertisers for more than 55 years.

McCann Health, winner of the 2016 Cannes Lions Healthcare Network of the Year Award and the 2016 Global Awards Healthcare Network of the Year for the fifth year in a row, is one of the world's most awarded global healthcare marketing networks specializing in a wide array of professional and consumer health and wellness practices. McCann Health (www.mccannhealth.com) consists of three strong marketing communications global networks: McCann Torre Lazur, McCann Healthcare (professional) and McCann HumanCare (consumer health & wellness). Specialty units include McCann Echo, McCann Global Health, McCann Pharmacy Initiative, Consulting at McCann Health, McCann Managed Markets and McCann Complete Medical. McCann Health is part of McCann Worldgroup and the Interpublic Group (NYSE: IPG). McCann Health in Japan won Gold for Campaign Magazines 2016 Specialist Agency of the Year - reclaiming the No. 1 position they have held for the last seven years.
Japan HP <http://www.mccannhealth.co.jp/>

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