

# McCANN HEALTH

**McCann Health Japan won 2 awards at the Creative Floor Healthcare Awards and a New Stars Ad Competition Silver for the second consecutive year at AD STARS 2019**

[Tokyo- August 30, 2019]

McCann Health Japan (McCann Healthcare Worldwide Japan Inc., Minato-ku Tokyo, Managing Director: Junji Yokokawa) announced that it won 2 awards at the Creative Floor Healthcare Awards. It also won a New Stars Ad Competition Silver at AD STARS 2019 for the second consecutive year.

Please find details as below

*the creative floor*

**HEALTHCARE AWARDS**

The Creative Floor Healthcare Awards is an international creative award honoring the world's best creative works in health and wellness every year in London. <http://thecreativefloor.com/awards/>

<Winner>

Entry Title: The New Chapter

Category: Healthcare Professional / Animation

Client: Actelion Pharmaceuticals Japan Ltd.

<http://thecreativefloor.com/awards/2019-winners/>

<Winner>

Entry Title: Anthem

Category: Healthcare Professional / Animation

Client: Eli Lilly Japan K.K

<http://thecreativefloor.com/awards/2019-winners/>



**AD STARS 2019**

AD STARS 2019 "Busan International Advertising Festival" is an annual international festival held in Korea. This year marking the eleventh year was held from August 22 to 24.

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.

## New Stars AD Competition 2019

### <Silver>

Winner: Noriaki Tanimura, Art Director / Mai Kaneda, Experience designer, Copy writer

Title: "SLIME TO SMILE"

Agency: McCann Health Worldwide Japan

"SLIME TO SMILE" BUSA-NOVATION FOR THE FUTURE

The open innovation program focusing on the "SLIME EEL", the famous local food in Busan.

<https://youtu.be/5fuLkFaY6E4>

### 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 nine years including 7 Golds. <http://www.mccannhealth.co.jp>

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