

McCANN HEALTH

McCann Health Adds Creative Firepower in Japan

【Tokyo – June 19, 2017】

McCann Health Japan has announced a significant strengthening of its creative team with the hire of two major talents, Shunsuke Kakinami as Group Creative Director mainly focusing on McCann Health's Rx business and Shoji Taniguchi as Creative Director of McCann HumanCare, its consumer health arm.

In making the announcement, Sean Riley, ECD of McCann Health for Japan and North Asia, said, "Around the world healthcare creativity is changing and McCann Health is leading that change. That such impressive creative talent as Kakinami and Taniguchi are joining us validates our efforts to build McCann Health in Japan into a creative powerhouse."



Kakinami is a true entrepreneurial thinker with a focus on creative technology, IP and monetization. Most recently working as Creative Director of the Beacon Innovations LAB, he has been awarded at Cannes, the One Show, Clio, AdFest, SPIKES, New York Festivals and London International Awards.

Taniguchi joined Daiko Advertising as a graduate fresh out of University. There he steadily rose through the ranks before being promoted to Creative Director, accumulating experience in all areas of Creative and developing his own style of media-neutral thinking along the way. He also has an impressive history of local and international award wins that range from Cannes, to the One Show, to LIA, to AdFest and SPIKES.



Jeremy Perrott, Global CCO of McCann Health made this comment about the hires, "We as an industry are defined by our people. Their talent and passion together with their ambition to be brilliant.

I'm so pleased to welcome Shunsuke Kakinami-san and Shoji Taniguchi-san to our family. Their reputation goes before them but what is more exciting is the work and

successes that lie ahead of them with us.

I know they will be incredible motivators to the Tokyo agency and to our global network – with different thinking and skills that will push us all to be innovative leaders.

Sean Riley has worked tirelessly to bring them on board and as I said, we are defined by our people and Sean’s reputation as an established award winning creative has set the bar for quality and delivering the best. In work and in talent.”

Jack Blakey, President of McCann Health in Japan concluded by saying, “These unprecedented creative hires under Sean’s leadership show our focus is squarely on creativity as the core of our business. I’m very excited about the dramatic and energising impact that the addition of such senior and award-winning talent will have on both our creative product and our company culture.”

About McCann Health

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/>

To inquire about this release, please contact:

Miyoko Ohki

Corporate Communications, McCann Worldgroup Holdings Japan Inc.

Tel: 81-3-3746-8550 (direct) / Tel: 81-3-3746-8111 (information)

E-mail: miyoko.ohki@mccannwg.com