

# McCANN HEALTH

## PRESS RELEASE

### **McCann Health Japan's Mai Kaneda Selected as one of 10 finalists at Spikes Asia "See It Be It" program**

【Tokyo- September 17, 2019】

McCann Health Japan (McCann Healthcare Worldwide Japan Inc., Minatoku Tokyo, Managing Director: Junji Yokokawa) has announced that the agency's Senior Experience Designer/Senior Copy Writer, Mai Kaneda has been selected as one of 10 rising women in the advertising industry to participate in the first "See It Be It," in Asia hosted by Spikes Asia 2019. <https://www.spikes.asia/the-festival/see-it-be-it>



"See It Be It" is an acceleration program, designed for women in creative roles who face diversity challenges in the industry. It provides executive training, mentoring and exclusive networking opportunities while nurturing a community of likeminded ambassadors who are encouraged and supported to bring the learning back and help others.

For the first See It Be It in Asia, 10 women from the branded communications industry, working in advertising, marketing, editorial and PR-related disciplines have been selected and will attend the program to be held from September 25th to 27th during the Spikes festival in Singapore.

Managing Director of McCann Health Japan, Junji Yokokawa said, "I am so proud that Mai has been chosen as one of the 10 finalists. I hope that she is able to bring back her learnings and experiences to help make a difference to our organization as well as our industry in Japan."

Mai Kaneda said, "I am so excited to have been selected to participate in the first See It Be It program in Asia. I am hoping to learn from the program, the speakers and the other finalists about diverse ways of working, as well as their life experiences, to bring back to Japan. Despite this being an empowerment program for female creators, I am hoping to find clues for a future where both men and women are freed of stereotypes and are able to exert value to their fullest. I truly look forward to taking part."

**About McCann Health:**

A three-time Network of the Year winner at Cannes Lions Health and winner of an unprecedented twelve Network of the Year titles from the industry's top five creative award shows, McCann Health, is one of the world's most awarded global healthcare communications networks. Through combining science, creative and strategy we strive to deliver best-in-class services to our clients. Our 1,900+ employees in 60 offices across 20 countries and 6 continents are united by one vision: to help our clients play a meaningful role for healthier lives. McCann Health, spans a range of global practices including strategic consulting, healthcare professional marketing, medical communications, consumer health and wellness, global health and specialty practices like pharmacy, payer and patient engagement. McCann Health is a part of McCann Worldgroup and the Interpublic Group (NYSE: IPG), a global leader in modern marketing solutions.

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](mailto:miyoko.ohki@mccannwg.com)