

PRESS RELEASE

**McCann Health Japan won 3 Bronzes at
the 2021 Clio Health Awards**

【Tokyo—July 9, 2021】

McCann Health Japan (McCann Healthcare Worldwide Japan Inc., Minato-ku Tokyo, Representative Director, President: Junji Yokokawa) announced that it has been awarded 3 Bronzes with East Japan Railway Company's project, 'TRAIN'ing, at the 2021 Clio Health Awards.

Also, McCann Health New York has been named Agency of the Year at the 2021 Clio Health Awards.

Please find details as below.

【Clio Health】

Bronze

Awarded Work: 'TRAIN'ing

Medium: Direct (Health & Wellness)

Category: Digital/Mobile

Advertiser: East Japan Railway Company

Agency: McCann Health Japan

<https://clios.com/health/winner/direct-health-wellness/east-japan-railway-company/train-ing-95318>

CLIO
HEALTH



Bronze

Awarded Work: 'TRAIN'ing

Medium: Experience/Activation (Health & Wellness)

Advertiser: East Japan Railway Company

Agency: McCann Health Japan

<https://clios.com/health/winner/experience-activation-health-wellness/east-japan-railway-company/train-ing-95321>



Bronze

Awarded Work: 'TRAIN'ing

Medium Out of Home (Health & Wellness)

Category: Other

Advertiser: East Japan Railway Company

Agency: McCann Health Japan

<https://clios.com/health/winner/out-of-home-health-wellness/east-japan-railway-company/train-ing-95324>

The CLIO Awards was founded in 1959 and is one of the most prestigious international advertising awards which recognize creative excellence in advertising, design, digital and communication. The CLIO Awards is one of the three biggest advertising awards in the world, along with One Show, and Cannes Lions. Clio Health was founded in 2009 to celebrate the work behind pharma, health and wellness. The program is a barometer for excellence in a highly specialized field, recognizing creativity that not only meets the advanced needs of consumers, but addresses the sophisticated challenges, demands and opportunities of a fast-evolving, rapidly expanding global marketplace and industry.

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About McCann Health

McCann Health is one of the world's top creatively awarded and effective health network. Through combining science, creative and strategy, the agency strives to deliver best-in-class services to clients. Its 2,500+ employees in 60 offices across 20 countries are united by one vision: to help clients play a meaningful role for healthier lives. McCann Health spans a range of global practices including advertising and promotion, strategic consulting, healthcare professional marketing, medical communications, consumer health and wellness, global health and specialty practices like pharmacy, payer and patient engagement.

As the winner of 12 "Network of the Year" titles from the industry's top five creative award shows, McCann Health's recent accolades include being named the 2019 Cannes Lions Healthcare Network of the Year for the third time and being awarded Cannes Grand Prix in the last two consecutive festivals. McCann Health was also named the "Most Awarded Network" for the second straight year at the 2019 Creative Floor Awards. Additional recognition for McCann Health agencies came from the Clio Health Awards, MM&M, London International Awards, Epica, and other shows across the globe. McCann Health's North American agencies received recognition in high-profile industry awards shows in 2019 and 2020, including McCann Health Managed Markets recent "Agency of the Year" award at the 2020 Med Ad News Manny awards.



McCann Health in Japan with more than 150 dedicated professionals and over 20 years of experience is uniquely positioned to develop and deliver more effective communication strategies to clients by combining domestic stakeholder insights with global marketing expertise. As a result it has been awarded at Campaign Magazines Specialist Agency of the Year for the last eleven years including 9 Golds. <http://www.mccannhealth.co.jp>

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