

McCANN HEALTH

PRESS RELEASE

McCann Health Japan awarded 5 winners at the Creative Floor Healthcare Awards.

McCann Health globally awarded World's Most Awarded Network.

【Tokyo— August 5, 2021】

McCann Health Japan (McCann Healthcare Worldwide Japan Inc., Minato-ku Tokyo, President: Junji Yokokawa) announced that McCann Health Japan has been awarded 5 winners at the Creative Floor Healthcare Awards 2020 & 2021. At the same time, McCann Health was awarded the World's Most Awarded Network, honoring the network with the highest number of awards globally.

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.

<https://thecreativefloor.com/awards/2021-winners/>

Please find details as below

<Winner>

Awarded Work: 'TRAIN'ing

Category: Patients/Consumer

4 Subcategories: Best Smart Phone App,
Best Use of Technology, Mode of Action, PR

Client: East Japan Railway Company



<Winner>

Awarded Work: Our Back

Category: Healthcare Professional

Subcategory: Film

Client: Novartis Pharma K.K.



The following are the finalists.

<Finalist>

Awarded Work: Our Back

Category: Healthcare Professional

Subcategory: Copywriting

Client: Novartis Pharma K.K.

Awarded Work: Ray of Hope

Category: Healthcare Professional

3 Subcategories: Film, Cinematography

Art Direction

Client: Janssen Pharmaceutical K.K.

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About McCann Health:

McCann Health, 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, 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 2,500+ 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. McCann Health 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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