

# McCANN HEALTH

## PRESS RELEASE

### McCann Health Japan won 3 Bronzes at the AD STARS 2021

【Tokyo—September 2, 2021】

McCann Health Japan (McCann Healthcare Worldwide Japan Inc., Minato-ku Tokyo, President: Junji Yokokawa) announced that it has been awarded 3 Bronzes with East Japan Railway Company's 'TRAIN'ing at the 14th Busan International Advertising Festival (AD STARS 2021). The Bronzes were in the Design, Direct, and Media categories, as well as 3 Finalists. It also received 5 Finalists for Janssen Pharma's 6 Minutes Together.



AD STARS is an international advertising festival held in Busan, Korea since 2008 that combines creativity and cutting-edge technology. The awards aim to change the world by sharing creative solutions. The 2021 competition was held online from August 25 to 27, with entries from 60 countries, and 619 works were awarded.

-----  
Please find details as below

Client: East Japan Railway Company

Awarded Work: 'TRAIN'ing

#### <3 Bronzes>

3 Categories : Design - Communication Design,  
Direct – Sectors (Travel), Media - Use of Ambient  
Media

#### <3 Finalists>

3 Categories: Innovation - Sectors(Travel), Data Insights – Data Storytelling, Mobile - Mobile  
Craft(UX)



# McCANN HEALTH

Client: Janssen Pharmaceutical K.K.

Awarded Work: 6 Minutes Together

<5 Finalists>

5 Categories: Radio & Audio – Use of Radio as a Medium, Interactive – Interactive Craft(UX), Social & Influencer – Sectors (Pharmaceutical), Media – Use of Mobile Devices, Mobile – Sectors (Pharmaceutical)



.....

## **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/>**

For inquiries about this release, please contact: Miyoko Ohki  
Corporate Communications, McCann Worldgroup Holdings Japan Inc.  
Tel: 81-3-3746-8550 E-mail:miyoko.ohki@mccannwg.com