

PRESS RELEASE

**McCann Health Japan won 2 Bronzes
at the New York Festivals AME Awards 2021**

【Tokyo—October 7, 2021】

McCann Health Japan (McCann Healthcare Worldwide Japan Inc., Minato-ku Tokyo, President: Junji Yokokawa) announced that it has been awarded 2 Bronzes and 2 Finalists with East Japan Railway Company's 'TRAIN'ing at the New York Festivals' AME Awards 2021.

The New York Festivals' AME Awards for advertising & marketing effectiveness honors innovative campaigns that triumph in both creativity and effectiveness. AME-winning campaigns demonstrate a groundbreaking solution to a challenging marketing problem solved via strategic planning, creative execution and producing measurable results. AME's 26-year legacy awards the fundamental purpose of advertising and marketing, to drive the success of brands.



Please find details as below

<2 Bronzes>

Client: East Japan Railway Company

Awarded Work: 'TRAIN'ing

Category:

[Best Use of Discipline \(Low Budget\)](#)
[PRODUCTS & SERVICES \(MASS TRANSPORTATION\)](#)

Agency:McCann Healthcare Worldwide Japan



<2 Finalists>

Client: East Japan Railway Company

Awarded Work: 'TRAIN'ing

Category: Best Use of Medium (OUTDOOR/OUT-OF-HOME)

Best Use of Discipline (Ambient)

Agency: McCann Healthcare Worldwide Japan



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 11 years including 9 Golds. <https://www.mccannhealth.co.jp/en/>

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