

Shunsuke Kakinami Selected as Juror for Cannes Lions 2022

Mai Kaneda appointed to Health & Wellness Shortlist Jury

TOKYO, May 12, 2022 – McCann Health Japan, an IPG Health company (McCann Health Japan Headquarters: Minato-ku, Tokyo, representative director, president: Junji Yokokawa) announced that Shunsuke Kakinami, executive creative director has been appointed as a juror for the Pharma Lions and Mai Kaneda, associate creative director as a shortlist juror for the Health & Wellness category at this year’s Cannes Lions International Festival of Creativity, the largest gathering in the creative marketing community.

Junji Yokokawa, representative director president of McCann Health Japan stated, “In everything we do, our goal is to help clients play a meaningful role in creating healthier lives and creativity is crucial to that mission. We are extremely happy and proud to hear that our executive creative director, Shunsuke Kakinami has been selected as a juror for the Pharma Lions at this year’s Cannes Lions, the world’s largest creative awards festival.”

Shunsuke Kakinami commented, “Healthcare creativity is continuing to evolve – it is an area that is driven by innovations in healthtech, ideas that generate change in health behavior, and amazing heart-warming craft. The Pharma Lions sets the global benchmark of this evolution, so I am feeling the weight of being selected as a juror at this event.”



CANNES LIONS



■ Pharma Lions Jury

Shunsuke Kakinami, executive creative director

McCann Health Japan



- Health & Wellness Shortlist Jury
- Mai Kaneda, associate creative director
McCann Health Japan

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About McCann Health, an IPG Health Company

As part of the IPG Health network, McCann Health Japan has more than 150 dedicated professionals. With close to 40 years of experience, the agency 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 Campaign Magazine's Specialist Agency of the Year for the last 12 years including 10 Golds. Learn more: <https://www.mccannhealth.co.jp/en/>.

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