

Mai Kaneda Named to Clio Health Innovators 2022
Inaugural list celebrates leaders driving progress in healthcare marketing

TOKYO, May 27, 2022 – McCann Health Japan, an IPG Health company (McCann Healthcare Worldwide Japan Inc., Minato-ku, Tokyo, representative director, president: Junji Yokokawa) announced that the agency’s associate creative director, Mai Kaneda has been selected as one of 19 Clio Health Innovators 2022.



Clio Health Innovators is a program established this year to recognize top healthcare talent who drive and support creativity and innovation in the field of health and wellness. The program recognized Mai Kaneda alongside two other IPG Health leaders.

Junji Yokokawa commented, “This is a testament to Kaneda’s enthusiasm for helping pharmaceutical and health brands make society healthier. She is passionate about finding seeds of ideas by actively listening to doctors and patients as well as her colleagues during casual conversations, and I’m proud to see Kaneda being recognized on a worldwide level as one of the very first Clio Health Innovators.”



■ CLIO HEALTH INNOVATORS 2022

Mai Kaneda, associate creative director
McCann Health Japan

Clio Health Innovators is the latest addition to the Clio Health Awards program. Founded in 1959, the Clio Awards is one of the most prestigious international awards which honors creative excellence in advertising, design and communication. Clio Health was established in 2009 to celebrate the work behind health and wellness. The program is a barometer for excellence in a highly specialized field, recognizing creativity that not only meets advanced needs of HCPs and consumers, but addresses the sophisticated challenges, demands and opportunities for a fast-evolving, rapidly expanding global marketplace and industry.

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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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