

McCann Health Japan on Silver-Winning Team at NEW STARS AD Competition

Tokyo, September 6, 2022 - McCann Health Japan, an IPG Health company (McCann Healthcare Worldwide Japan: Minato-ku, Tokyo, representative director, president: Junji Yokokawa) is pleased to announce that Erika Murakawa, associate art director at the agency was on the Silver-winning team at this year's NEW STARS AD Competition. Murakawa partnered with Daniela Suwa from McCann Japan for the competition.

Part of [MAD STARS](#), NEW STARS AD Competition 2022 is a global awards program in which marketing, public relations and advertising professionals with five years or less of experience compete against one another by creating their own unique campaign ideas. This year, the competition was held virtually between June 17 to July 31 and announced on August 29.



Silver Winners:

- Erika Murakawa, associate art director (McCann Health Japan)
- Daniela Suwa, planner (McCann Japan)

Campaign Title: "The Real Expo Sponsor"

To attract people to the 2030 Busan World Exposition the pair proposed a campaign that allows the public to be appreciated and recognized for their support in hosting global events. "The Real Expo Sponsor" is a campaign in which small business owners in the city of Busan can become a certified "Real Sponsor" of the EXPO by purchasing a specially designed Real Sponsor Tape and using it in their daily businesses. While many national events are exploited by big players, this campaign will help visualise the power the public holds as the driving force of the city.

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About McCann Health, An IPG Health Company

As part of the IPG Health network, McCann Health Japan has more than 200 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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