

March 19, 2014

Shinichi Ueno
President and Group CEO
ASATSU-DK INC.
Securities code: 9747

ADK Changes its Corporate Logo

ASATSU-DK Inc. (President & Group CEO; Shinichi Ueno, Head Office; Chuo-ku, Tokyo, hereinafter "ADK") announces its decision to change the corporate logo. ADK will gradually switch over to the new log starting in June 1, 2014

1. Reasons for changes

ADK crafted its long-term vision named "VISION2020" in 2013 and has been vigorously pushing us forward since then. Envisaged this vision, we declared our intention to undergo transformation to "a Consumer Activation Company", growing out of conventional advertising agency business models. "Consumer Activation" literally means activating (or change behavior of) consumers. ADK will become more focused on our clients' business achievement with the aim of making consumers taken specific actions (or *activate* consumers) in addition to delivering messages via advertisements. This is one of the most groundbreaking shifts for ADK to experience in its 58 years history. In this occasion, we decided to rework the VI (visual identity) to the one which will convey the message of our vision more clearly.

ADK is relocating the head office in June, 2014, which will coincide with the introduction of the new VI and the corporate logo.

2. New corporate logo



Corporate color

Black (Smart Black): Pantone 432C (C37/K85)


Red (Active Red): Pantone 1805C (C10/M100/Y90/K10)

3. The Meaning of the new corporate logo (the message we put in it)

The Company called for all the members in ADK as well as affiliates at home and abroad to contribute their creative ideas suitable for VISION2020. We received 149 applications of 250 designs. After evaluating them carefully, we selected the design created by Teo Lee and Hwang Jae Sun, ADK Korea. Based on their original work, we applied some adjustments and finally agreed to the one shown above.

The design of the three letters of “ADK” depicts ADK’s value that is a professional engagement in embodying the declared business model- “Consumer Activation” which is to develop communication business to inspire consumers to take actions and contribute clients’ performance. We put the image of strength, resilience and intelligence into these three letters.

The base colors are black and red. Smart Black expresses intelligence, sophistication, and acumen. Active Red expresses briskness, enterprising spirit and agility.

The red  mark is the new ADK brand icon, which bonds ADK and consumers. The same shape of A of ADK is used in a horizontal way. It is considered to be an ADK’s another being and play a role of a shuttle running between consumers and ADK.

4. When to launch

We will gradually switch over to the new logo starting June 1, 2014, replacing with the current one.

- ※ Some of Group companies will start using the new logo in May when they move into a new office. The other will unfold a phased launch.

For your information:

The current logo was introduced in November 2002 when the Company moved into “ADK Shochiku Square”, the building we reside at present.

Contact
Kaori Nakajima
Office of Corporate Communications
ASATSU-DK
TEL. +81-3-3547-2003
Email adkpr@adk.jp