

November 13, 2012

Co-Creation Project led by ADK and eYeka, France

“Stand for Japan” receive Co-Creation Award

ASATSU-DK INC. (Tokyo:9747; President: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; Hereinafter “ADK”) announces that “Stand for Japan”, a collaborated project initiated with eYeka (CEO: Francois Petavy; Head Office: France), the organizer of co-creation, received the Co-Creation Award for the most excellent project.

The Co-Creation Awards was created in 2010 when Co Creation Association was founded, which has increasingly expanded its scale as one of the international events, marking the 3rd anniversary this year. The Co-Creation Awards, presented by Co Creation Association, recognizes projects which embody excellent products and services as well as innovative marketing strategies created in a collaborated manner, regardless profit-making or not, aiming to praise their achievements and promote further innovation (i.e. collaborated value creation).

Out of 16 projects in the short list, 2012 Co-Creation Awards chose “Stand for Japan” for the best use of co-creation in the Not For Profit Marketing category. ADK-eYeka is the only advertising agency awarded this year.

What is “Stand for Japan”?

“Stand for Japan” is a project, initiated by ADK and eYeka in February 2012, which invited solution ideas to a question ‘what kind of branding strategies are needed to sell Japan?’ with viewpoints of worldwide consumers. This is one of the questions many Japanese companies face when expanding business overseas. The project successfully collected 321 excellent works of images, videos and illustrations from 41 countries including France and China among others.

▼"Stand For Japan"

http://en.eyeka.com/projects/6826-Stand-For-Japan-?trk_acaq=act&trk_matter=cf&trk_platform=eyk&trk_target=en

▼"Co-Creation Award"

<http://www.co-creationawards.org/>

▼Video clip of the award ceremony

<http://www.ustream.tv/channel/co-creation-forum>

【For further inquiries, please contact 】

ASATSU DK INC.

Haraguchi, Sato, Muramoto, Aida, Yamamoto, Ito at 03-3547-2931

eYeka / Stand For Japan Project Promotion Team

Communication Channel Planning Division

or Ouchi, Office of Corporate Communications, at 03 - 3547 - 2003

Email : adkpr@adk.jp