

August 29 2018

ASATSU-DK INC.

AD STARS 2018 in Busan

ADK selected as TOP INNOVATIVE AGENCY in Creative Category

ADK Group wins 5 Silvers

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is pleased to announce that it was selected as the Top Innovative Agency, Creative category at AD STARS 2018. The festival was held in Busan, Korea from August 23 to 25, 2018. In addition, ADK Taiwan wins 3 Silvers and ADK Group wins 5 silvers in total.

Please see below for details of the awarded work.

【ADK】

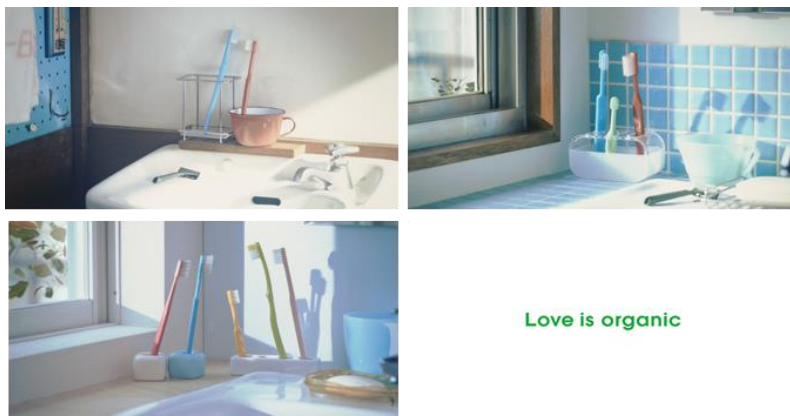
<Silver>

Film category, Film Craft Art direction/production design

Film category, Film Craft Animation

Client: Trife Inc

Title: Love is Organic



<Cristal>

Diverse Insights category

Client: Unilever Japan

Title: Real Beauty ID



Outdoor category, Ambient (Nonstandard and Free format outdoor advertising) Small Scale/Special Solutions

Client: JAXA

Title: Future Cuisine Restaurant IBUKI



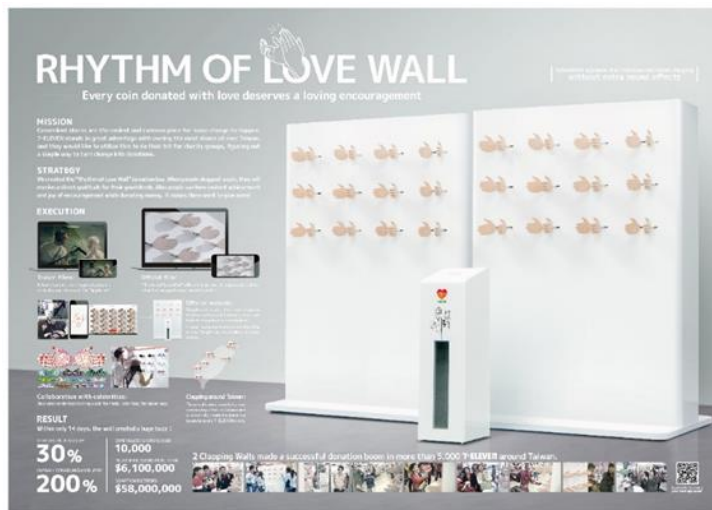
【ADK Taiwan】

<Silver>

Design category, Communication Design Self promotion

Client: 7-ELEVEN

Title: RHYTHM OF LOVE WALL



Film category, Film Craft Direction

Film category, Film Craft Script

Client: Uni President

Title: The Original Flavor 1/2



<Bronze>

Design category, Product & Service Corporate/Institution

Client: 7-ELEVEN

Title: RHYTHM OF LOVE WALL

Film category, Product & Service Foods

Client: Uni President

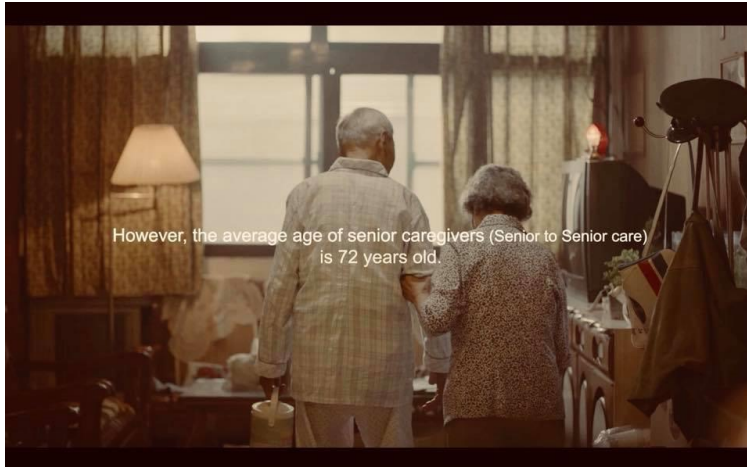
Title: The Original Flavor 1/2

Film category, Film Craft Direction

Film category, Film Craft Script

Client: 7-ELEVEN Taiwan

Title: Senior to Senior Care



<Cristal>

Interactive category, Use of Interactive

Public Service Advertising category

Client: 7-ELEVEN

Title: RHYTHM OF LOVE WALL

Film category, Film Craft Achievement in production

Client: Uni President

Title: The Original Flavor 1/2

Contact: Yuri Hirao

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