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ADK (ASATSU-DK INC.)

ADK emerges as the most effective Japanese agency in Asia at the APAC EFFIE 2018, wining Gold and Silver for “Making Shampoos an Office Supply by CLEAR”

ADK’s campaign for CLEAR (Unilever Japan), titled, “Making Shampoos an Office Supply” has won Gold in the Beauty & Wellness category and Silver in the Business-to-Business category at the APAC Effie Awards 2018. The work previously won a gold and an ‘Asia first’ award at the prestigious WARC prize for Asian strategy 2017.

The Effie Awards is one of the internationally recognized marketing communications award to honor and celebrate effective marketing campaigns. The win makes ADK the most awarded Japanese agency for the night.

The work showcases the world’s first^(*) corporate scalp care program designed for workers and athletes who wear headgear, advocated by “CLEAR”, a scalp care brand of Unilever. It’s a case of a brand successfully integrating a potent insight about the Japanese work culture with a disruptive channel strategy. .

“It’s an honor to receive such a prestigious award. This campaign enabled us to bring to life the world’s first scheme related to scalp care to disseminate the value in the market. Realizing campaigns which are “world’s first” of course comes with challenges and difficulties but to see them bloom in the market brings us huge joy and happiness. In a way it’s why we keep doing what we do, and we hope to continue surprising our consumers with our future campaigns as well.” said Shintaro Nakagawa, Marketing Director at Unilever Japan.



*ESP Research Institute Inc., June 2016 (results of the survey on 200 nations)

<Creatives involved>

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