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ADK awarded the Gold medal in “Young Lions PR Competition” at the 61st Cannes Lions

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is pleased to announce that two of its creators were awarded the gold medal in “Young Lions PR Competition” at the “61st Cannes Lions International Festival of Creativity” held in Cannes, France, from 15th June to 21st June, 2014 . This is the very first achievement for a Japanese team to win the crown of the contest.

What is Young Lions Competition?

This is a competition that Cannes Lions is dedicated to helping the industry’ s young talent. Two young professionals aged 28 years old or younger in the advertising industry is eligible to take part in this competition. They are given a task on the premise of Cannes and are supposed to propose a creative idea to that within 24 hours. The task given in PR Competition, which was newly added this year, was how to promote “Blue Heart Campaign”, that is a movement UNODC (United Nations Office on Drugs and Crime) is working on. Participants contested over effective and creative ideas to educate the public about an issue of human trafficking to prevent them. The total 14 teams went in for the competition from all over the world. The gold went to the Team Japan, the silver went to Team UK and the bronze went to Team Austria.

Award Winners:

The Gold :

Tetsuya Umeda: Integrated Solution Center, Communication Architect Division,
1st Communication Architect Department

Yuichiro Okada: Overseas Business Center, Global Network Division,
Global Account Development Department

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