

November 17, 2017

ASATSU-DK INC.

## **ADK Wins Gold in Film Division and Bronze in Production & Post-Production Division at LIA 2017**

ADK (Registered name: ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) proudly announces that a work of “Tsuruya Roofing Tiles” created by ADK been awarded Gold in Film Division and Bronze in Production & Post-Production Division at the London International Awards (“LIA”) 2017.

LIA is an international award with as long as 31 years history for celebrating creativity and new ideas in the fields of advertising, digital, design and media. They’ve built their strong presence for hosting an innovative competition globally. LIA abolished the award ceremony in 2011, and subsequently they have developed an educational program named “Creative LIAisons”, attracting young creatives around the globe by shifting their budget which they previously used for ceremonies. Entries are reviewed and judged by one hundred juries, who are invited from the communities of agencies, production companies, design houses, technology companies and client companies worldwide. Entries registered to the nineteen media types were judged by them this year.

Please see below for details of the awarded work.

### **【ADK】**

**<Gold> Film Division**

**<Bronze> Production & Post-Production Division**

**Advertiser: Tsuruya Co., Ltd.**

**Title: Sticking Together, No Matter What**



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