

September 28, 2016

ASATSU-DK INC.

ADK Group has won Eight Awards at Spikes Asia 2016 – 2 Silvers and 6 Bronzes –

ADK (Registered name; ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is proud to announce that ADK and its subsidiary ADK GLOBAL Taiwan was awarded a total of 8 spikes, at the Spikes Asia Festival of Creativity 2016 held in Singapore from September 21st to 23rd, 2016. ADK was awarded a silver for “TOYOTA BARISTA”, for Toyota Motor Corporation in the PR category. ADK GLOBAL Taiwan was awarded a silver for “House of Little Moments Series Season I & II” for Uni President, in the Media category.

Spikes Asia, a collaboration of Cannes Lions International Festival of Creativity and Haymarket Media, praises creativity in the advertising field, aiming to provide a platform to exchange ideas and people.

The details of the awards given are as follows;

【ADK】

<Silver>

◆PR category (CARS & AUTOMOTIVE PRODUCTS & SERVICES)

<Bronze>

◆PR category (EVENTS & STUNTS)

<Bronze>

◆Media category (USE OF EVENTS)

Advertiser: TOYOTA MOTOR CORPORATION

Title: TOYOTA BARISTA

* Work by NOIMAN(ADK+1→10)

<Bronze>

◆Film category (CORPORATE IMAGE & SPONSORSHIP)

Advertiser: WASEDA ACADEMY CO.

Title: STRANGE CREATURES

<Bronze>

◆PR category (PUBLIC AFFAIRS & LOBBYING)

Advertiser: KEEP FUTURE ON TRACK (LOCAL CITIZEN' S GOUP)

Title: VOTE NO TO STUPID (a PR project that questioned the implementation plan of Tsukuba City Sports Park)

<Bronze>

◆Mobile category (DATA INSIGHT)

Advertiser: SKY PERFECTV

Title: LIVE STATS LOTTERY

【ADK GLOBAL Taiwan】

<Silver>

◆Media category (USE OF BRAND OR PRODUCT INTEGRATION INTO A PROGRAMME OR PLATFORM)

Advertiser: UNI PRESIDENT/UNI NOODLE

Title: HOUSE OF LITTLE MOMENTS SEASON I & II

<Bronze>

◆Entertainment category (ONLINE: FICTION & NON-FICTION)

Advertiser: UNI PRESIDENT/UNI NOODLE

Title: HOUSE OF LITTLE MOMENTS SEASON II

Contact: Yuri Hirao

Office of Corporate Communications

ASATSU-DK INC.

Email: adkpr@adk.jp, Tel: +81-3-6830-3855