

October 3, 2017
ASATSU-DK INC.

ADK Group has won Silver and Bronze at Spikes Asia 2017

ADK (Registered name; ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is proud to announce that ADK was awarded a silver for “STICKING TOGETHER, NO MATTER WHAT”, for TSURUYA CO., LTD. in the Film category and a Bronze for “ZIPPER & BEARS” for YKK, in the Film Craft category at the Spikes Asia Festival of Creativity 2016 held in Singapore from September 27th to 29th, 2017.

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】

「Spikes Asia」

Film category Silver

Film Craftcategory (Direction) Finalist

Advertiser: TSURUYA CO., LTD.

Title: STICKING TOGETHER, NO MATTER WHAT

Film Craft category (Animation) Bronze

Advertiser: YKK

Title: Zipper & Bear

PR category (USE OF DIGITAL IN A PR CAMPAIGN) Finalist

Advertiser: WWF

Title: WITH STAMP

PR category (FAST MOVING CONSUMER GOODS) Finalist

PR category (BRAND VOICE & STRATEGIC STORYTELLING) Finalist

Advertiser: UNILEVER

Title: SAVE OUR SCALPS / HEADGEAR-COVER PLAN

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