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## **ADK Taiwan won the Grand Prix in the Branded Content & Entertainment category at the Spikes Asia 2015**

ADK (Registered name: ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) announces that United-Asatsu International (hereinafter “ADK Taiwan”), a subsidiary of ADK, won the Grand Prix in the Branded Content & Entertainment category and Silver in the Film category at the Spikes Asia 2015 held in Singapore from September 9th to 11th, 2015.

What’s more, NOIMAN, a collaborative project team set up by ADK and 1-10design, Inc. won Bronze in the PR category.

Spike Asia, co-operated by Cannes Lions International Festival of Creativity and Haymarket Media, praises creativity in the advertising field, aiming to provide a platform for exchanging ideas and people.

The details of the awards given are as follows;

### **【ADK Taiwan】**

#### **<Grand Prix>**

#### **●Branded content and entertainment category**

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moments Campaign

#### **<Silver>**

#### **●Film category**

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moments Campaign

【NOIMAN(ADK + 1→10)】

<Bronze>

●PR category

Advertiser: AIR NEW ZEALAND

Title: 'LEAVE IT TO US' REQUEST SYSTEM

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