

November 20, 2017

ASATSU-DK INC.

## ADK Wins Gold and ASIA FIRST SPECIAL AWARD at “WARC Prize for Asian Strategy”

ADK (Registered name: ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) proudly announces that a work of “Chakubo Teate ( “Headgear-Cover Plan”) “that ADK was in charge of planning and creation for Unilever Japan Customer Marketing K.K. won the Gold and ASIA FIRST SPECIAL AWARD at WARC Prize for Asian Strategy, which is an advertising award to recognize the best strategic thinking from the marketing industry in Asia. This is the only Gold awarded by a Japanese creative out of the total five Golds.

WARC Prize for Asian Strategy is an advertising award focused on the Asian region created as part of initiatives launched by WARC, a marketing information provider to the global market. Upholding the concept of “looking for the most strategic thinking in Asia”, the entry is open to advertising agencies and marketers who do business in Asia. In 2017, it gained more than 200 entries from Asian nations.

The awarded work facilitates the world’s first<sup>(\*)</sup> corporate scalp care program designed for workers and athletes who wear headgear, advocated by “CLEAR”, a scalp care brand of Unilever. The brand explains the importance of scalp care for them, proving the program in which employers offer them shampoos as “an office supply”.



\*ESP Research Institute Inc., June 2016 (results of the survey on 200 nations)

## <Creatives involved>

Creative Director:	Kenji Tamagawa
Copywriter:	Kazuma Aoki
Interactive Planner:	Shotaro Nieda
Art Director:	Shohei Okamoto, Taiki Kato
Planner:	Yoshiyasu Ichikawa
Creative Producer:	Keiichi Fujisawa
Media Planner:	Noriko Suemoto
Contents Producer:	Hiroki Miyake
Account Director:	Takeshi Nishio
Senior Account Executive:	Ryo Hirayama
Account Executive:	Satoshi Ichishima

Contact: Yuri Hirao

Office of Corporate Communications

ASATSU-DK INC.

Email: [adkpr@adk.jp](mailto:adkpr@adk.jp)

Tel: +81-3-6830-3855