

March 26, 2013

Yoji Shimizu  
President and Group CEO  
ASATSU-DK INC.

ADK Taiwan, a subsidiary of ASATSU-DK INC., won  
1 Print Craft Lotus BRONZE Award at the 16th ASIA PACIFIC  
ADVERTISING FESTIVAL (ADFEST 2013)

ASATSU-DK INC. ((President & Group CEO: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter "ADK")) won six Finalist awards and United-Asatsu International (ADK Taiwan), a subsidiary of ADK won 1 Print Craft Lotus BRONZE Award and two Finalist awards at ADFEST 2013.

**[ADK]**

**<Finalists>**

**Mobile Lotus** (Mobile Applications and Other Downloadable Tools)

Title : 「It's My Wonderful Pizza!」

Brand : Domino's Pizza

Advertiser : Domino's Pizza Japan

**Direct Lotus** (Best Use of Social Media)

Title : 「AMAZING COUPON FESTIVAL -2012-」

Brand : Domino's Pizza

Advertiser : Domino's Pizza Japan

**Film Craft Lotus** (Directing)

Title : 「Chewing-Gum Artist」

Brand : Sunshine Sakae

Advertiser : Kyoraku Sakae Development

**Film Craft Lotus** Production Design (Set or Costume Design, Model Making)

Title : 「Chewing-Gum Artist」

Brand : Sunshine Sakae

Advertiser : Kyoraku Sakae Development

**Film Craft Lotus** Production Design (Set or Costume Design, Model Making)

Title : 「minicar music player」

Brand : SUBARU

Advertiser : FUJI HEAVY INDUSTRIES Ltd.

**Film Craft Lotus** Animation(In-Camera or Digital)

Title : 「Lady of Light」

Brand : CITIZEN Eco-Drive/Concept Model “Luna” and “Nova”

Advertiser : CITIZEN WATCH Co.,Ltd.

**【ADK Taiwan】**

<**BRONZE**>

**Print Craft Lotus** (Best Use of Retouching/Image Manipulation)

Title : EPSON Commercial

Brand : Printer “Durable Series”

Advertiser : SEIKO EPSON CORPORATION

<**Finalists**>

**Print Craft Lotus** (Art Direction)

Title : EPSON Commercial

Brand : Printer “Durable Series”

Advertiser : SEIKO EPSON CORPORATION

**Promo Lotus** (Promotional Campaign: Best Use of TV or Radio)

Title : Cosmos Flexible Cash Card “Life is like a drama series”

Brand : Cosmos Flexible Cash Card

Advertiser : COSMOS BANK

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