

March 23, 2016

Shinichi Ueno
President and Group CEO
ADK

ADK and ADK Taiwan has won four Gold Lotuses at ADFEST 2016

ADK (ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is proud to announce that it won the Gold in Direct Lotus and Media Lotus Award as well as Bronze in Interactive Lotus and Media Lotus at the ADFEST 2016 held in Pattaya, Thailand from March 16th to 19th, 2016

Also its subsidiary ADK Taiwan has won Branded Content (equivalent to Gold Lotus) for Best Use of Fiction Film and Best Integrated Campaign in the Branded Content & Entertainment Lotus, as well as Bronze in Media Lotus.

The details of the awards given are as follows;

【ADK】

<GOLD>

Direct Lotus (Direct Ambient; Large Scale)

Advertiser: TOYOTA MOTER CORPORATION

Title: TOYOTA BARISTA

* Work by NOIMAN(ADK+1→10)

Media Lotus (Best Use of Experiential/Guerilla Marketing)

Advertiser: TOYOTA MOTOR CORPORATION

Title: TOYOTA BARISTA

<BRONZE>

Interactive Lotus (Best Use of Outdoor Digital Technology)

Advertiser: TOYOTA MOTOR CORPORATION

Title: TOYOTA BARISTA

Media Lotus (Best Use of Ambient: Small Scale)

Advertiser: WWF JAPAN

Title: Donail

<Finalist>

Media Lotus (Best Use of Ambient: Large Scale)

Advertiser: TOYOTA MOTOR CORPORATION

Title: TOYOTA BARISTA

Branded Content & Entertainment Lotus (Best Use of Experiential)

Advertiser: TOYOTA MOTOR CORPORATION

Title: TOYOTA BARISTA

Media Lotus (Best Use of Ambient: Large Scale)

Advertiser: Perfetti Van Melle Japan Services K.K./Mondelēz Japan

Title: mentos® Fresh! SkyDive

Film Lotus (Corporate Image)

Advertiser: Waseda Academy

Title: Brand Movie "Strange Creatures"

【ADK Taiwan】

<Branded Content (equivalent to Gold Lotus) >

Branded Content & Entertainment Lotus (Best Use of Fiction Film)

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moment

Branded Content & Entertainment Lotus (Best Integrated Campaign)

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moment

<BRONZE>

Media Lotus (Best Use of Branded Entertainment)

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moment

<Finalist>

Film Lotus (Internet Film)

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moment Series

- Mont Blanc
- Meet-Cute With A Minced Pork Noodle
- Hawaii Fried Noodle With Sunshine
- An Extraordinary Home-Made Noodle

Integrated Lotus

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moment

Print Craft Lotus (Art Direction)

Advertiser: MARCOBELLI ANTI-FALLING TILE

Title: BOMBARD

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