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Shinichi Ueno

President and Group CEO

ADK

## ADK Group Wins Silver and Bronze at ADFEST 2017

ADK (ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is proud to announce that its subsidiary ADK Taiwan has won Silver for Interactive Lotus and ADK Japan has received Bronze for Film Craft Lotus at ADFEST 2017. The festival was held in Pattaya Thailand from March 22<sup>nd</sup> to 25<sup>th</sup>. With the two entities combined, eight works were nominated as finalist.

The details of the awards given are as follows;

### 【ADK Taiwan】

#### <Silver>

**Interactive Lotus** (Online Video/VDO, Series & Webisode)

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moments /Season 2

#### <Finalist>

**Film Craft Lotus X 3**

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moments /Season 2

– Hero Has No Tears (Directing)

– Hero Has No Tears (Script)

– Golden Theme Park (Script)

**Film Lotus** (Internet Film: Food & Beverages)

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moments /Season 2

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

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moments / Season 2

**Direct Lotus** (Best Integrated Direct Campaign)

Advertiser: Uni-President/Uni-Noodle

Title: House of Little Moments / Season 1 & 2

**【ADK Japan】**

**<Bronze>**

**Film Craft Lotus** (Special Effects: In-Camera)

Advertiser: KITTE

Title: HOW I LOVE YOU SO

**<Finalist>**

**Design Lotus** (Motion & Digital Design)

Advertiser: KITTE

Title: BREATH-SYNC

**Film Craft Lotus** (Directing)

Advertiser: ROOF TILES

Title: Sticking Together, No Matter What

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