

March 24, 2015

Shinichi Ueno
President and Group CEO
ASATSU-DK INC.

ADK wins the Bronze in 3 Awards
at the 18th Asia Pacific Advertising Festival (ADFEST 2015)

ADK (ASATSU-DK, President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) announces that it won the Bronze in Interactive Lotus, Design Lotus and Direct Lotus Award as well as seven Finalist awards.

The details of the awards given are as follows;

<Bronze>

Interactive Lotus (Best Consumer Website)

Advertiser: 3M Japan

Title: Scotch® “PAPER FASHION KIDS”

Design Lotus (Exhibitions)

Advertiser: CITIZEN WATCH

Title: LIGHT IS TIME

Direct Lotus (Mobile Marketing)

Title: WAY TO ADK

<Finalist>

Interactive Lotus (Best Use of Social Media)

Advertiser: Air New Zealand

Title: ‘LEAVE IT TO US’ REQUEST SYSTEM

Promo Lotus (Best Use of Social Media)

Advertiser: Air New Zealand

Title: 'LEAVE IT TO US' REQUEST SYSTEM

Direct Lotus (Direct Ambient)

Advertiser: Siam Health Group

Title: DENTISTE' "Kissing Silhouette Booth"

Direct Lotus (Online)

Advertiser: 3M Japan

Title: Scotch® "PAPER FASHION KIDS"

Interactive Lotus (Best Use of Web-Based Technology)

Advertiser: 3M Japan

Title: Scotch® "PAPER FASHION KIDS"

Branded Content & Entertainment Lotus (Best Use of Experiential)

Advertiser: CITIZEN WATCH

Title: LIGHT IS TIME

Film Lotus (Best of Retail) ※ADK + Drill Inc.

Advertiser: KYORAKU Entertainment Retails

Title: SUNSHINE SAKAE 「Motorcycle Won't Start Man」

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