

November 30, 2021

ADK Taiwan wins Silver at the London International Awards 2021 Agency of the Year at the LIA Chinese Creative Show

ADK Group is pleased to announce that the work created by ADK Taiwan has been awarded a Silver in the Branded Entertainment category at the London International Awards (LIA) 2021. At the LIA Chinese Creative Show established by LIA to recognize creativity planned and produced in Chinese, ADK Taiwan also wins the Agency of the Year award for the most creative agency, as well as two Gold and two Silver awards.

Please find below information on the awarded work:

London International Awards (LIA) 2021

<Silver>

Branded Entertainment

Client: UNI PRESIDENT / UNI NOODLE

Title: YOU ARE HOW YOU SLURP



Movie URL: <https://youtube.com/playlist?list=PLNhEdMGIwyDmcDhB9M6c2yxNlksE0629>

2021 LIA Chinese Creative Show

<Gold>

<Silver>

TV/Cinema/Online Film

Client: UNI PRESIDENT / UNI NOODLE

Title: YOU ARE HOW YOU SLURP



<Gold>

<Silver>

TV/Cinema/Online Film

Client: 7-ELEVEN TAIWAN / CSR

Title: Instant Lonely Meal



Movie URL: <https://youtu.be/2lhWp6kWISg>

London International Awards began in London in 1986. LIA was the first international competition to accept entries from all over the world in Television, Radio and Print being judged within its medium, no matter what region of the world they were entered from. LIA has abolished the award ceremony in 2012, and they've started investing in developing an education system for young creative talents around the world by shifting their budget in which they've previously used for award ceremonies.

LIA Chinese Creative show is an award established by LIA in 2016 to recognize creativity planned and produced in Chinese. The entries were judged by Chinese-speaking creatives from around the world.

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