

PRESS RELEASE

McCann and Craft Won Bronze prize at the 43rd “2022 Japan BtoB Advertising Awards”

【Tokyo—May 26, 2022】

McCann Japan (Representative Director, President & CEO: Hiroaki Mori; Headquarter: Minato-ku, Tokyo) announced that McCann Japan together with Craft won a Bronze prize at the 43rd Japan BtoB Advertising Awards.

The Japan BtoB advertisement award is awarded to excellent advertisers and production companies through advertisement works in the B to B field, and has been held since 1980.

This year marks its 43rd Award show where, the Minister of Economy, Trade and Industry awards and prize-winning works were selected from among 279 entries across 13 categories.

Please find details as below.

【2022 Japan BtoB Advertising Awards】



- Bronze Prize

Category : Magazine

Advertiser : ABeam Consulting Ltd.

Title : “ABeam Consulting New Brand Communication”

http://www.bbba.or.jp/jigyo/sogo/images/2022/07_03_a.jpg

Agency : McCann Japan / Craft Worldwide Japan

About McCann Japan:

McCann Japan is a key member of McCann Worldgroup Japan which is the largest and only true international advertising agency group that can plan and buy media independently. Accordingly, McCann Japan has been awarded substantial business from both major Western and Japanese advertisers since its establishment in 1960

About Craft Worldwide Japan

Craft, a globally connected creative production business consists of 1,300+ makers in 120 countries, operating in 20+ studios, who specialize in content creation, print, digital, broadcast and transcreation. Craft leverages data,



technology and global resources to produce executions that help brands play a meaningful role in people's lives.
<https://www.craftww.com/>

To inquire about this release, please contact: Miyoko Ohki
Corporate Communications, McCann Worldgroup Holdings Japan Inc.
Tel: 81-3-3746-8550 (direct) / Tel: 81-3-3746-8111 (information) E-mail: miyoko.ohki@mccannwg.com