

PRESS RELEASE

**McCann Japan Wins Bronze and the AdverTimes Award
at the 2022 ACC Tokyo Creative Award**

【November 21, 2022 - Tokyo】

McCann Japan (President and CEO: Hiroaki Mori, Head Office: Minato-ku, Tokyo) announced that “ALTER EGO” and “Carbon Pay,” two co-creation projects between McCann Alpha, a business co-creation division of McCann Japan, and FUTURE LIFE FACTORY (FLF), a studio within Panasonic’s Design Center, won the Bronze Award and AdverTimes Award respectively in the Creative Innovation Category at the 2022 ACC Tokyo Creativity Awards.

The ACC TOKYO CREATIVITY AWARDS, formerly known as the ACC CM FESTIVAL, has been held since 1961 with the aim of improving the quality of TV and radio commercials. In 2017, the award was revamped and expanded to include creative works of all fields, becoming, both in name and reality, one of the largest and most widely recognized awards in Japan. Winning the MIC (Ministry of Internal Affairs and Communications) Award and the ACC Grand Prix are especially considered major career goals for creative people within the industry.

<2022 ACC Tokyo Creativity Awards – Creative Innovation Category>

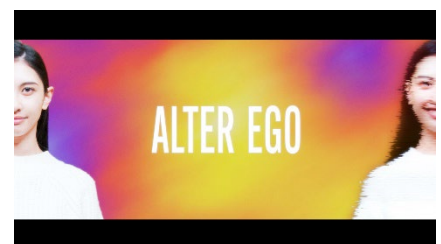
● Bronze Award

Winner: McCann Japan, McCann Alpha, FUTURE LIFE FACTORY

Entry Title: ALTER EGO

Category: Prototype

[The award-winning work can be viewed here.](#)



● AdverTimes Award

Winner: McCann Japan, McCann Alpha, FUTURE LIFE FACTORY

Entry Title: Carbon Pay

Category: Prototype



McCann Japan / McCann Alpha

<https://www.mccannwg.co.jp/>

McCann Japan is the flagship agency of McCann Worldgroup Japan, the only true international advertising agency in Japan capable of independent planning and buying of media. McCann Japan boasts a client roster composed of both major domestic and international companies. McCann Alpha, established in 2021, is a division within McCann Japan that aims to serve as a co-creation partner for businesses. With multiple projects currently underway, it works closely with clients such as Panasonic to run alongside them throughout a project's lifecycle, from ideation to realization.

For any inquiries please contact:

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