

**UM Japan wins Gold for “Japan/Korea Media Agency of the Year”
at *Campaign Asia-Pacific’s* 2022 Agency of the Year Awards**

【Tokyo—December 19, 2022】

Mediabrand Japan (Headquarters: Minato-ku, Tokyo, CEO & Country Manager: Koichi Sonoda) is pleased to announce that it has won a GOLD for “Japan/Korea Media Agency of the Year” at *Campaign Asia-Pacific’s* 2022 Agency of the Year Awards.

UM Japan has been awarded Media Agency of the Year for the last 7 years including 4 Golds.



Since the early 1990s, the *Campaign Asia-Pacific’s* Agency of the Year Awards have existed to recognize inspiring leadership, management excellence, outstanding business performance, and overall achievements in advertising and brand communications. The competition recognizes excellence in local markets through five separate regional competitions, plus the APAC and Network of the Year awards. These awards celebrate the outstanding performance and success across media, advertising, creative, digital, PR, independent, specialist agencies and brand communications in the region.

###

About Mediabrands Japan

Mediabrands in Japan is the Japanese office of Mediabrands, established as the global media group of the Interpublic Group (NYSE: IPG) consisting of advertising companies such as McCann Erickson. Today, Mediabrands has over 10,500 marketing communication experts in over 130 countries worldwide and operates a media investment amount of more than \$39B. In addition to UM, Initiative, BPN, and ORION Holdings, the company also owns specialist companies such as Magna Global, Kinesso, Ansible, Society, Rapport, IPG, and Media Lab. In Japan, Mediabrands has been the only foreign media group that offers both media planning and buying for its clients since the founding of McCann Erickson (currently McCann Erickson) in December 1960.

About UM

UM is a global media agency committed to Futureproofing our clients' businesses for the now and the next. We leverage the transformational power of rich business analytics and real-time intelligence to maximize growth and activate the full consumer journey across content and connections. Our consultative approach and agile model, rooted in diversity, equity and belonging, drive better business outcomes for brands. As the leading global media network in IPG Mediabrands, UM operates in over 100 countries, with more than 5,000 people innovating on a roster of global clients including Accenture, American Express, ExxonMobil, Fitbit, GoPro, Johnson & Johnson, Levi Strauss & Co, Mattel and Spotify. For more information, please visit <https://www.umwww.com/>

Contact Miyoko Ohki
Corporate Communications Lead
McCann Worldgroup Holdings Japan Inc.
Email: miyoko.ohki@mccannwg.com
Mobile: +81 90 3041 6932