

**McCann Tokyo Wins a Silver at ADFEST 2023  
With "TOY8 SCREENING"**

【Tokyo—March 28, 2023】

McCann Erickson Japan Inc. (President & CEO: Hiroaki Mori; Headquarter: Minato-ku, Tokyo) announced that it has won a Silver Award for Mobile Lotus Category with TOY EIGHT, "TOY8 Screening" at ADFEST 2023.

Founded in 1998, ADFEST is Asia's most celebrated regional creative festival. It is 1 of only 8 regional creative festivals included in the WARC Creative Ranking.

[www.adfest.com](http://www.adfest.com)



Please find details as below.

**■ SILVER**

**MOBILE LOTUS: RESILIENCE THROUGH CREATIVITY**

Client: TOY EIGHT

Title: "TOY8 SCREENING"

Agency : McCann Tokyo



**About Toy8**

Toy8 is an edtech/research and development venture with the mission of "creating a world where all children can realize their talents". Toy8 is expanding its digital developmental screening service nationwide in Malaysia, where delayed development of children has become a social problem due to the two-year lockdown. In Malaysia, where developmental checkups are not available to everyone as they are in Japan, Toy8 is not only working with the government to create an environment where all citizens can receive developmental checkups, but also plans to expand the program to other ASEAN countries.

**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.

**For any inquiries please contact:**

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