

McCann Wins a Silver at Gerety Awards 2023
for "TOY8 Screening"

【Tokyo—September 6, 2023】

McCann Erickson Japan Inc. (Representative Director, CEO: Ji Watson; Headquarter: Minato-ku, Tokyo) announced that it has won a Silver Award for Innovation Cut, Mobile Category with TOY EIGHT, "TOY8 Screening" at the Gerety Awards 2023.

The Gerety Awards is Named for Frances Gerety, the copywriter who in 1948 coined the slogan "A diamond is forever".



The Gerety Awards brings together an all-female jury to select the best in advertising from a powerful perspective, creating a benchmark that is relevant to the market reality, all while redefining the standard to which advertising has traditionally been held.

Please find details as below.

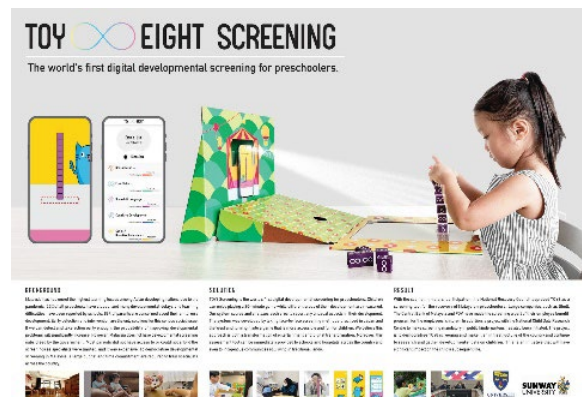
■ SILVER

Category : Innovation Cut > MOBILE

Brand : 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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