

PRESS RELEASE

**McCann Japan Wins Silver and the “News Picks” Award
at the 2023 ACC Tokyo Creativity Awards**

【November 6, 2023 - Tokyo】

McCann Japan (Representative Director, President: Takashi Aoki, Head Office: Minato-ku, Tokyo) announced that it won a Silver and the “News Picks” Award respectively in the Creative Innovation Category with TOY EIGHT, “TOY8 Screening” at the 2023 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.

<2023 ACC Tokyo Creativity Awards – Creative Innovation Category>

● Silver Award

Winner: McCann Japan

Entry Title: “TOY8 Screening”

Category: Product & Service

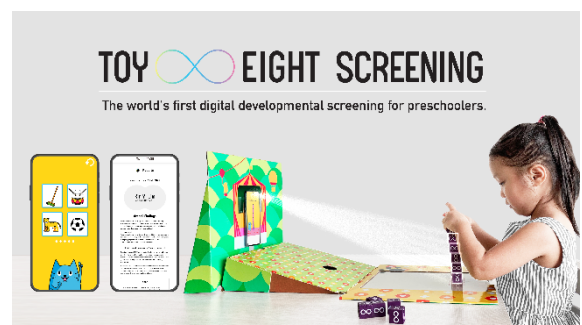
[The award-winning work can be viewed here.](#)

● News Picks Award

Winner: McCann Japan

Entry Title: “TOY8 Screening”

Category: Product & Service



About TOY EIGHT

TOY EIGHT is an edtech/research and development venture with the mission of "creating a world where all children can realize their talents". TOY EIGHT 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, TOY EIGHT 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.

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