

McCANN

PRESS RELEASE

McCann Wins 3 Bronzes and 2 Crystals at MAD STARS 2024 for "Second Life"

【August 29, 2024 - Tokyo】

McCann Erickson Japan Inc. (President & CEO: Takashi Aoki; Headquarter: Minato-ku, Tokyo) announced that it has won 3 Bronzes and 2 Crystals with its client Safari, for "Second Life" at MAD STARS 2024 (Busan International Advertising Festival).

MAD STARS 2024, now in its 17th year, is an international festival that celebrates creativity and technology in the Marketing, Advertising, and Digital contents industry.



Results are as follows:

■Bronze

Agency : McCann Tokyo

Entry Title : "Second Life"

Client : Safari

Category : Diverse Insights Stars > Sectors > Cosmetic/Beauty/Clothing/Footwear & Accessories

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Agency : McCann Tokyo

Entry Title : "Second Life"

Client : Safari

Category : Interactive Stars > Interactive Craft > Omni Channel Interaction

Agency : McCann Tokyo

Entry Title : "Second Life"

Client : Safari

Category : Integrated Stars > Sectors > Cosmetic/Beauty/Clothing/Footwear & Accessories

■Crystal

Agency : McCann Tokyo

Entry Title : "Second Life"

Client : Safari

Category : Commerce Stars > Sectors > Cosmetic/Beauty/Clothing/Footwear & Accessories

Agency : McCann Tokyo

Entry Title : "Second Life"

Client : Safari

Category : Integrated Stars > Sectors > Cosmetic/Beauty/Clothing/Footwear & Accessories

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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