

IPG Health in Japan Wins Gold for Japan/Korea Specialist Agency of the Year by Campaign Magazine

Tokyo, December 16, 2024 – Today, IPG Health in Japan (IPG Health Japan: Minato-ku, Tokyo, representative director, president: Junji Yokokawa) announced that IPG Health in Japan, home to the agencies of FCB Health Japan and McCann Health Japan, has been awarded gold for the 7th consecutive year for “Japan/Korea Specialist Agency of the Year” at the 2024 Agency of the Year Awards hosted by Campaign Asia-Pacific. The publication is Asia’s largest advertising and marketing magazine.

IPG Health in Japan president, Junji Yokokawa commented, “In a market with continued volatility, we reaffirmed the importance of pursuing excellence in what we do as a specialist agency throughout the year. I am extremely proud of my team for their relentless efforts and am grateful for our wonderful partnership and support from our clients.”



For over thirty years, the Campaign Agency of the Year Awards has celebrated leadership, operational excellence, business performance and overall achievements in advertising and brand communications in each of Southeast Asia's five regions. Each award recognizes outstanding performance and success in the region among media, advertising, creative, digital, PR, independent and specialty agencies, and brand communication.

IPG’s UM and Weber Shandwick also took home gold for Japan Media Agency of the Year and bronze for Japan PR Agency of the Year, respectively.

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About IPG Health

IPG Health is a global collective of the world’s most celebrated and awarded healthcare marketing agencies. We are 6,500+ people across six continents driven by a healthy obsession with creating novel marketing solutions, and harnessing creativity, technology, science, and data to inspire behaviors that fuel better health. In Japan, agencies FCB Health Japan and McCann Health Japan,



among other agencies, offer a wide range of services including creative, strategy, branding, medical writing, consulting, and digital support to clients in all areas of healthcare. Clients include the top 20 global pharmaceutical companies as well as countless startups, biotech companies, biopharma companies and a variety of life science companies. FCB Health Japan and McCann Health Japan have earned coveted accolades at the Campaign Asia Agency of the Year Awards, and Luum Award, among others. IPG Health is part of the Interpublic Group of Companies (NYSE:IPG). Visit ipghealth.com to learn more

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