

McCANN

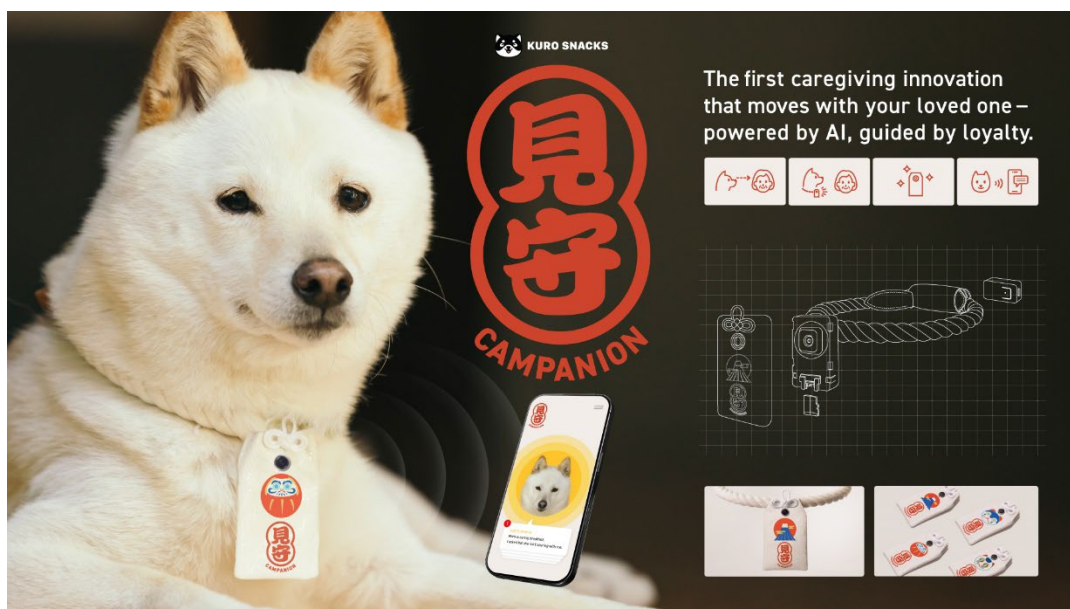
PRESS RELEASE

McCann Wins Crystal at MAD STARS 2025 for "CAMPANION "

【September 4, 2025 - Tokyo】

McCann Erickson Japan Inc. (President & CEO: Takashi Aoki; Headquarter: Minato-ku, Tokyo) announced that it has won a Crystal with its client Kuro Snacks, for "CAMPANION" at MAD STARS 2025 (Busan International Advertising Festival).

MAD STARS 2025, now in its 18th year, is an international festival that celebrates creativity and technology in the Marketing, Advertising, and Digital contents industry.



Please find details as below.

■Crystal

Agency : McCann Tokyo

Entry Title : "CAMPANION"

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Client : Kuro Snacks

Category : Innovation Stars > Product Innovation

About "CAMPANION"

Japan's aging population has created a need for ways for families living apart to check on their elderly relatives. Traditional fixed cameras often feel intrusive, miss important moments, and lack warmth. CAMPANION is the world's first AI monitoring system that uses your dog's movements, inspired by how dogs always watch over their owners. An AI camera built into the collar captures footage of the elderly person and sends short updates to family members three times a day.

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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