

McCANN

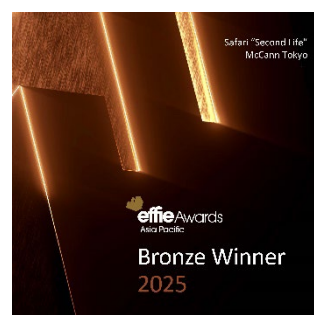
PRESS RELEASE

McCann Japan Wins Bronze at APAC Effie Awards 2025 for “Second Life”

【Tokyo—September 24, 2025】

McCann Erickson Japan Inc. (Representative Director, President: Takashi Aoki; Headquarter: Minato-ku, Tokyo) announced that it has won Bronze with its client Safari, for “Second Life” at APAC Effie Awards 2025

The Effie Awards are known by advertisers and agencies globally as the pre-eminent marketing effectiveness award in the industry, and recognize any and all forms of marketing that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over fifty five programs, including the Global Effies and the Positive Change Effies, regional programs in Asia-Pacific, Europe, the Middle East / North Africa and Latin America, and more than 60 national Effie programs.



<https://eng.mccannwg.co.jp/work/second-life/>

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Please find details as below.

Award: Bronze
Category: Retail
Title: "Second Life"
Advertiser : Safari
Agency: McCann Tokyo



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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