

McCann Health Wins Gold at PR Awards Asia 2022

Tokyo, June 21, 2022 - McCann Health Japan, an IPG Health company (McCann Healthcare Worldwide Japan: Minato-ku, Tokyo, representative director, president: Junji Yokokawa) earned Gold in the Healthcare/Ethical category at this year's PR Awards Asia with its campaign "6 Minutes Together" for Janssen Pharmaceuticals.

In its 21st year, PR Awards Asia, sponsored by Haymarket Media's *Campaign* and *PRWeek* publications, celebrates creative excellence within the Asia-Pacific region.

McCann Health president, Junji Yokokawa commented, "This campaign has earned numerous creative honors, and this win specifically is notable because it recognizes the campaign in the area of PR at an extremely competitive show with demanding judging criteria. I am truly proud of this campaign, which was delivered with much enthusiasm from a dedicated and united team."

Pulmonary Arterial Hypertension (PAH) is a fatal rare disease that causes patients to feel short of breath even when walking. Physicians require doctors to regularly take the '6-minute walk test', which can prove to be suffocating for patients. '6 Minutes Together' is a Spotify playlist with songs from around the world - each was selected by a PAH specialist to match patients' walking speed. The highlight of the playlist was an original song '6 Minutes', written specifically for PAH patients. The goal of the '6 Minutes Together' campaign is to empower patients, while raising social awareness of the disease.



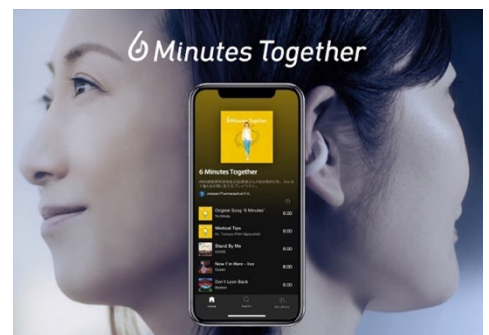
Gold Healthcare / Ethical

Campaign Name: 6 Minutes Together

Advertiser: Janssen Pharmaceuticals

Agency: McCann Health Japan

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About McCann Health, an IPG Health Company

As part of the IPG Health network, McCann Health Japan has more than 150 dedicated professionals. With close to 40 years of experience, the agency is uniquely positioned to develop and deliver more effective communication strategies to clients by combining domestic stakeholder insights with global marketing expertise. As a result, it has been awarded Campaign Magazine's Specialist Agency of the Year for the last 12 years including 10 Golds.

Learn more: <https://www.mccannhealth.co.jp/en/>.

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