

IPG Health Japan Wins Gold for *Campaign Asia-Pacific's* Japan/Korea Specialist Agency of the Year

Tokyo, December 11, 2023 – IPG Health Japan (IPG Health Japan: Minato-ku, Tokyo, representative director, president: Junji Yokokawa) announced that IPG Health Japan, home to the agencies of FCB Health Japan and McCann Health Japan, the network has been awarded gold for “Japan/Korea Specialist Agency of the Year” at the 2023 Agency of the Year Awards hosted by *Campaign Asia-Pacific*, Asia’s largest advertising and marketing magazine. This is their 6th consecutive year of winning gold in this category.

IPG Health Japan president, Junji Yokokawa commented, “Volatility in the market environment was extremely difficult to predict in post-Covid 2023. I am extremely proud of my team for courageously moving forward without fear of change in such turbulent circumstances. I am also very grateful for our wonderful partnership with our clients.”

Now in its 30th year, the Agency of the Year Awards celebrate 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.



###

About McCann Health Japan, an IPG Health Company

Part of the IPG Health network, McCann Health Japan has close to 40 years of experience developing and delivering more effective communication strategies to clients by combining domestic stakeholder insights with global marketing expertise. With more than 200 dedicated professionals, McCann Health Japan has been awarded Campaign Asia Magazine’s Specialist Agency of the Year for the last 14 years including 12 Golds. Learn more: <https://www.mccannhealth.co.jp/en/>



About FCB Health Japan, an IPG Health Company

Part of the IPG Health network, FCB Health Japan is a full-service healthcare communications agency based in Tokyo. Guided by a belief in a “never finished” process, we bring together creative prowess, scientific strength and health data analytics skills to help clients accelerate their business and impact in the country and across the Asia Pacific region. By combining years of experience in the region and maximizing the power of the broader IPG Health network globally, we deliver the best talent, skillsets and customized solutions with creative, strategy, branding, medical writing, consulting, and digital to clients in Japan. Learn more: <https://ipghealth.com/network/fcb-health-japan>

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. With 45+ agencies, including 18+ specialized units, our integrated approach to the full range of communications capabilities ensures we can help clients improve outcomes and quality of life for healthcare audiences around the world. Our clients include the top 20 global pharmaceutical companies as well as countless startups, biotech companies, biopharma companies and a variety of life science companies. IPG Health companies have earned coveted accolades in 2023 including “Healthcare Network of the Year” at Cannes Lions, Ad Age A-List, Clio Health Awards, the Manny Awards and the New York Festivals Health Awards, as well as “Network of the Year” at the London International Awards and MM+M Awards. We are part of the Interpublic Group of Companies (NYSE:IPG). Visit ipghealth.com to learn more.

Contact: Miyoko Ohki
Corporate Communications, McCann Worldgroup Holdings
cc.tyo@mccannwg.com