

**McCann Wins a Gold and a Silver at Spikes Asia 2023 for
"TOY8 SCREENING"**

[Tokyo—March 9, 2023]

McCann Erickson Japan Inc. (President & CEO: Hiroaki Mori; Headquarter: Minato-ku, Tokyo) announced that it has won a Gold Award for Innovation Category and a Silver Award for Creative Data Category with TOY EIGHT, with "TOY8 Screening" at the Spikes Asia 2023 Award.

Spikes Asia is that Asia Pacific's top award for excellence in creative communications and marketing effectiveness, celebrating the very best in creativity across the region.



For the past 35 years, since its inception as the Asian Advertising Awards in 1986, it has set the standard for creativity and effectiveness. The Awards are continually honed and redefined to ensure they reflect current trends in creative communications.

Please find details as below.

■ **GOLD**

Category : Innovation
A03 (Scalable Innovation)
Brand : TOY EIGHT
Title: "TOY8 SCREENING"
Agency : McCann Tokyo



■ **SILVER**

Category : Creative Data
C02 (Data-driven Consumer Product)
Brand : TOY EIGHT
Title: "TOY8 SCREENING"
Agency : McCann Tokyo



Toy8 Founder/CCO, Mr. Shun Matsuzaka said, "It is a great honor for TOY8 Screening to be recognized by a creative award like SPIKES. We will continue to refine our service so that

we can make a greater impact on the future of children through the power of technology and creativity.

McCann Tokyo's President and CEO, Hiroaki Mori said, "We are very proud to be involved in such a meaningful project. We hope that receiving such a prestigious award will help people understand the meaningful role of 'TOY8 SCREENING' and that it will be introduced in many more countries that need it."

About Toy8

Toy8 is an edtech/research and development venture with the mission of "creating a world where all children can realize their talents". Toy8 is expanding its digital developmental screening service nationwide in Malaysia, where delayed development of children has become a social problem due to the two-year lockdown. In Malaysia, where developmental checkups are not available to everyone as they are in Japan, Toy8 is not only working with the government to create an environment where all citizens can receive developmental checkups, but also plans to expand the program to other ASEAN countries.

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.

For any inquiries please contact:

Miyoko Ohki, Corporate Communications, McCann Worldgroup Holdings Japan Inc.

Email: miyoko.ohki@mccannwg.com

Mobile: +813-3746-8550