



NEWS RELEASE

Hakuhodo DY Media Partners nets Silver at APAC Effie Awards 2015

Tokyo—April 15, 2015—Hakuhodo DY Media Partners Inc. has won a Silver at APAC Effie Awards 2015.

The APAC Effie Awards champion practices of marketing effectiveness excellence in the Asia Pacific region.

Held for the second time, the Awards this year saw competition in 36 categories.

Awards won

Silver

Healthcare

Advertiser: Oak Lawn Marketing, Inc. (Shop Japan)

Title: Wonder Core

Agencies: Hakuhodo DY Media Partners Inc., Hakuhodo Inc.

About the Effie Awards

Initiated in the United States in 1968, the award now celebrates effectiveness worldwide with the Global Effie, four regional Effie competitions (APAC Effie, Euro Effie, Middle East / North Africa Effie and North America Effie), and some 40 national Effie programs.

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