

March 8, 2021

ADK Group wins Grand Prix at Spikes Asia 2021

ADK Group is pleased to announce that The Avatar Robot Cafe by Ory Laboratory Co., Ltd., supported by ADK Creative One Inc. and ADK Marketing Solutions Inc. has been awarded the Grand Prix and INNOVATION SPIKES in INNOVATION category, Silver in PR category at Spikes Asia 2021. In addition, the works created by ADK Group have been awarded 2 Bronzes in total.

Please find below information on the awarded works.

<Grand Prix>

<INNOVATION SPIKES>

INNOVATION category

<Silver>

PR category

Client: Ory Laboratory Co., Ltd.

Title: Avatar Robot Cafe

Agency: ADK Creative One (SCHEMA/addict) / ADK Marketing Solutions



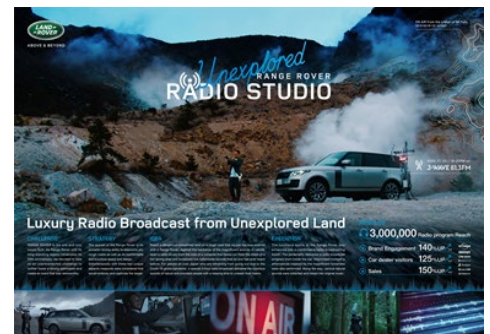
<Bronze>

Brand Experience & Activation category

Client: JAGUAR LAND ROVER JAPAN LTD

Title: UNEXPLORED RADIO STUDIO

Agency: FACT



<Bronze>

Film category

Client: UNI PRESIDENT / UNI NOODLE

Title: YOU ARE HOW YOU SLURP

Agency: ADK TAIWAN



NEWS RELEASE

ADK Holdings Inc.
Office of Corporate Communications
1-23-1 Toranomom, Minato-ku, Tokyo, 105-6312, Japan
Tel +81-3-6830-3855 Fax +81-3-5253-6456 www.adk.jp



For further information, please contact:
Yuri Hirao or Tsubasa Maruyama
Office of Corporate Communications
ADK Holdings Inc.
e-mail: adkpr@adk.jp