

# McCANN

## PRESS RELEASE

### McCann Japan

**Wins 1 Branded Content Lotus, 1 Gold Lotus,  
2 Silver Lotus and 2 finalists with  
END ALS, “Still Life” at ADFEST 2017**

【Tokyo—March 27, 2017】

McCann Erickson Japan (President & CEO: Yasuyuki Katagi; Headquarter: Minato-ku, Tokyo) has won a Branded Content Award for BRANDED CONTENT AND ENTERTAINMENT, Gold for MEDIA , 2 Silvers for DESIGN and OUTDOOR, and 2 finalists for FILM and PROMO with END ALS, Still Life at ADFEST 2017. Please find details as below.

- Branded Contents & Entertainment Lotus: Branded Content Lotus
- Media Lotus : Gold Louts
- Design Lotus: Silver Lotus
- Outdoor Lotus: Silver Lotus
- Film Lotus: Finalist Lotus
- Promo Lotus: Finalist Lotus



<http://www.adfest.com/winnerslists2017.php>

Advertiser: The END ALS Association

Product: END ALS

Campaign Name: Still Life

Adv Agency: McCann Erickson Japan

Production Company: AOI Pro. and Robot Inc.

<https://end-als.com/#still>

Established in 1998, ADFEST is the largest and one of the most prestigious advertising awards in Asia. This year there were 3,112 entries in total across 18 categories.

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**Purpose of the "STILL LIFE(I'M STILL)" Project:** 2016 was four years since the END ALS Association was established, and two years since the ALS Ice Bucket Challenge, intended to raise awareness of ALS, swept the world in the summer of 2014. Two years have passed since the ALS Ice Bucket Challenge swept the world. Though the campaign helped to raise the public's awareness, much more needed to be done to deepen understanding of the disease. In order to communicate that ALS is a disease that takes away one's ability to move, Hiro wanted to use a method that had impact. As an ALS patient currently only capable of eye movement, Hiro intentionally made himself the subject of a "still life" as an ironic expression of his condition. It was also a way to emphasize the life of stillness he is forced to endure. In a culture where patients tend to shy away from showing their disabilities in public, Hiro actively put his body on display to illuminate the cruelty of his disease.



**About Masahiro "Hiro" Fujita:** Hiro, currently age 36, was born in Tokyo in 1979. He is a planning director at the international advertising agency, McCann Erickson Japan. He joined McCann Erickson in April of 2004 and was assigned to the Strategic Planning Division, where he planned and developed PR/influencer marketing and brand communication strategies. He was diagnosed with ALS in November of 2010. He became wheelchair-bound the following March and was placed on an artificial respirator in January 2012. In January 2013, he received a tracheostomy and lost his voice to speak again. Since then, he continues to carry on his work at the ad agency and activities for END ALS using the Tobii eye-tracking system, which allows him to operate a computer with blinks and eye movement. His book, "99% Thank You: Things Even ALS Can't Take Away," was published in November 2013.

**About ALS:** Amyotrophic lateral sclerosis (ALS, also known as Lou Gehrig's disease) is an intractable disease characterized by the gradual weakening and atrophying of the muscles in the entire body, including that of the limbs, throat, tongue, and that required for breathing. Meanwhile, bodily sensation, such as cognitive function, vision, hearing, and functions of the internal organs, remain intact. With the advancement of symptoms, in most

cases, eye movement eventually becomes the only means of communication. Some patients even lose this ability and enter a “total locked-in state” in which all muscle movement is completely lost.

**About the END ALS Association:** The END ALS Association is an advocacy organization founded by ALS patient and advertising planner Masahiro Fujita in September 2012. Its goals are to drive awareness and understanding of the current conditions surrounding ALS patients.

#### Mission

- (1) To work to establish a treatment for ALS
- (2) To call out for change in the government’s medical care policy so that ALS patients can remain a member of society

The END ALS Association

Representative: Katsumasa Fujita

Founder: Masahiro Fujita (Hiro)

Founding: September 3, 2012

<https://end-als.com/> <https://www.facebook.com/endalswithhiro/>

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