

Mandom will receive 62nd OAA Award sponsored by the
Osaka Advertising Association

Mandom Corporation (Head Office: Osaka, President Executive Officer: Motonobu Nishimura, hereafter “Mandom”) will receive the 62nd OAA Award (Osaka Advertising Association Award) sponsored by the Osaka Advertising Association (hereafter “Association”)*.

The OAA Award is given to individuals and organizations who conduct excellent advertising to contribute to the development of Osaka’s economy and culture by demonstrating efforts towards improving business performance and releasing information from Osaka. The award was established as a commemorative project in 1957 on the 10th anniversary of the Association.

On March 13, 2019, the Association announced that Mandom was befitting of the 62nd OAA Award, praising Mandom for its long-term efforts in establishing brands such as Gatsby, LÚCIDO, and Bifesta through sensible and unique advertising, and for its marketing that constantly challenges new domains.

The award ceremony will be held on May 21, 2019.

Mandom will continue to shore up its marketing efforts to further contribute to the development of Asia’s economy and culture, and expand its dedication to service (*Oyakudachi*).

*Osaka Advertising Association

The Association started as the Kansai Advertising Association in 1947, but its name changed to Osaka Advertising Association on the occasion of the Association’s 10th anniversary. The Association was then licensed as an incorporated association in 1963, and started anew from June 1, 2012 after receiving authorization for a public interest incorporated association from Osaka’s governor.

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