

## Mandom GATSBY's Campaign Video Wins Gold and Silver Awards at Spikes Asia 2019 and Bronze Award at 2019 Clio Awards

The skincare campaign video of GATSBY, a men's cosmetic brand developed by Mandom Corporation (Head Office, Osaka; President Executive Officer & Director, Motonobu Nishimura; "Mandom") won a Film Gold Award and a Digital Silver Award at Spikes Asia 2019 held in Singapore, one of the largest communications festivals in Asia, and was chosen as a Film Bronze Winner at the 2019 Clio Awards, one of the three premier advertising awards in the world.

Before these awards, the video had won an Interactive Gold Award and a Film Bronze Award at ADFEST 2019 held in March 2019.\*<sup>1</sup> The video is the winner of a total of five awards at these three international advertising competitions.

### [Details of Awards]

#### ◆ Spikes Asia 2019

- Film Gold Award
- Digital Silver Award

\*Spikes Asia is one of the largest festivals of creativity in communications in Asia and is held in Singapore in September every year. It is a regional sister festival of Cannes Lions, similar to Eurobest in Europe and Dubai Lynx in the Middle East. The festival gathers under 22 categories creative works that are released in the Asia Pacific (APAC) region. This year's festival took place from September 25 to 27.

#### ◆ 2019 Clio Awards

- Film Bronze Award

\*Clio Awards, founded in 1959, is one of the three premier international award competitions for creative excellence in advertising, ranking alongside The One Show and Cannes Lions. The competition has a wide range of 20 lotuses, including advertising, sports, fashion, music, entertainment and healthcare. The awarding ceremony took place on September 25 this year.

### Contact

mandom corp.  
Public Relations Div.  
mail: [press@mandom.com](mailto:press@mandom.com)  
Please contact us in Japanese or English.

URL: <https://www.mandom.co.jp/en/>



[Award-winning Video]

T i t l e: THE KAWAII TWEAK HAZARD SONG

Product name: GATSBY Perfect Skin Lotion

Description: Suppose you take a picture using your smartphone or tablet and apply filters to (tweak) subjects who do not want a cutesy look before sharing it with others via SMS? This video calls it “tweak hazard” and transmits images of people who get tweaked with an original song expressing their misfortune. At the end, all of them come together without the filter to take a souvenir photo, which is a message from GATSBY that cares for men’s skin and makes them look better.

\*1 See news release dated April 22, 2019

GATSBY’s Campaign Video & CM Win Prizes in Three Categories at ADFEST 2019

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