



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

Mandom Corporation (Head Office: Osaka, President: Motonobu Nishimura, hereafter “Mandom”) has won one gold lotus and two bronze lotuses in three categories at the 22nd Asia-Pacific advertising festival known as “ADFEST 2019,” one of the largest advertising festivals in the Asia-Pacific region, for its GATSBY campaign video and CM. GATSBY is a men’s cosmetics brand developed by Mandom.

ADFEST was founded in 1998 and is one of the largest advertising festivals in the Asia-Pacific region. This year, outstanding ads were selected from a total of 2,539 works in 20 categories, and a campaign video, that was created as part of Mandom’s activities promoting its “GATSBY Perfect Skin Lotion” product series, won two lotuses including a gold in the Interactive Lotus category, while a CM about “GATSBY COP” won bronze in the Film Craft Lotus category.

Prize-Winning Work	Prize
“The Kawaii Tweak Hazard Song” (campaign video)	INTERACTIVE LOTUS GOLD FILM LOTUS BRONZE
“GATSBY COP” (CM)	FILM CRAFT LOTUS BRONZE

### [About the Prize-Winning Video]

#### “The Kawaii Tweak Hazard Song”

“The Kawaii Tweak Hazard Song” is a campaign video about the phenomenon of how apps, etc. are unfortunately used to process (give a cutesy look to) people’s faces, even though the men in the pictures do not wish for their faces to be processed, when pictures taken on smartphones and tablets are shared on social networking sites and other mediums. The video also contains an original musical piece that sings of that tragedy while people’s processed faces are being shown. However, the end of the video shows a scene where everyone gathers with their natural faces to take a commemorative photo, and a message from GATSBY appears supporting the natural faces of men.

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“GATSBY COP”

●GATSBY Skin Care GATSBY COP first chapter 30 seconds

[https://youtu.be/h3\\_uz7iaVQY](https://youtu.be/h3_uz7iaVQY)

Ever since GATSBY was launched in 1978, the brand has always introduced a fresh spin on coolness to each generation along the way. Last year marked GATSBY’s 40th anniversary, and to commemorate the occasion, Mandom innovated its approach on communication and created “GATSBY COP,” which features two famous Japanese actors, namely Yūya Yagira and Mackenyu Arata. “GATSBY COP” is a CM series that uses the theme of a strong partnership between a wild senior detective, Yagira, and a cool newly recruited detective, Arata, to advertise the appeal of GATSBY products as well as their own capabilities using the catch phrase Nanda yunoka (lit. “What! So, you are capable after all!”).

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