

# The 2nd Nikkei Women Empowerment Advertising Awards Winners Selected

Tokyo - October 13, 2021 - Nikkei Inc. and Nikkei Business Publications, Inc. have announced the winners of this year's Nikkei Women Empowerment Advertising Awards. TOKAI TELEVISION BROADCASTING CO., LTD, Ajinomoto Frozen Foods Co., Inc. and TSUMURA & CO. have been selected as the recipients of the Unstereotype Advertising Award, the Unstereotype Advertising Award Judge's Special Award and the Nikkei Special Award, respectively.

With the aim of breaking gender-based stereotypes and supporting the empowerment of women, the awards are granted with the cooperation and support of the Unstereotype Alliance Japan National Chapter and the UN Women Japan Liaison Office. This is the second year the awards have been presented.

After screening, the committee selected "Living in a Gender Inequality Country" by TOKAI TELEVISION BROADCASTING CO., LTD as the winner of Unstereotype Advertising Award, while "The Dumpling Debate" by Ajinomoto Frozen Foods was chosen for the Unstereotype Advertising Award Judge's Special Award. The Nikkei Special Award went to TSUMURA & CO.'s "#OneMoreChoice Project," which aims to help all woman to live comfortably and without undue burdens imposed by physical and mental disorders.

## The 2nd Nikkei Women Empowerment Advertising Awards

Organizers: Nikkei Inc., Nikkei Business Publications, Inc.

Collaborators: UN Women Japan Liaison Office, Japan Advertisers Association

Supporters: Cabinet Office of the Government of Japan, Ministry of Foreign Affairs of Japan

Period for submitted ads: September 1, 2020 to August 31, 2021

Candidates eligible for the Unstereotype Advertising Award: Ads aired, placed or posted digitally, in newspapers or magazines or on television or radio

Candidates eligible for the Nikkei Special Award: Ads placed in the Nikkei newspaper or publicized through other types of Nikkei Group media

---

### Contact:

Public Relations Office, Nikkei Inc.

[pr@nex.nikkei.co.jp](mailto:pr@nex.nikkei.co.jp)

<https://www.nikkei.co.jp/nikkeiinfo/en/>

Nikkei Business Publications, Inc.

<https://www.nikkeibp.co.jp/english/about/world/index.html>

<https://www.nikkeibp.co.jp/english/>