

"Well-Being Initiative" wins Gold Award at Cannes Lions, the world's largest advertising festival

26 June 2023 –The Cannes Lions International Festival of Creativity is the world's largest advertising festival. This year at 2023 event, the Well-Being Initiative, organized by Nikkei Inc. and Dentsu Inc. won a gold award in the "Creative Business Transformation" category. The initiative was recognized for its promotion of the development of the "Well-Being Index (GDW, Gross Domestic Well-Being)." The index measures affluence by taking into account "well-being," which means physical and mental health and happiness, as a complement to gross domestic product (GDP).



The Creative Business Transformation category recognizes creative initiatives that are transforming the way business is done. The Well-Being Initiative was established in March 2021

with Well-Being for Planet Earth (Chiyoda, Tokyo), a public interest incorporated foundation, and participating companies. It has the aim of spreading the concept of well-being as well as new indicators for measuring it in society and applying them to management. Organs within the initiative include the Management Committee, which considers well-being and enterprise value, the Social Indicators Committee, which examines new international standards for well-being, and the Symbolic Action Study Group, which promotes symbolic activities to enhance social well-being. The initiative also received a silver award in the "PR" category and a bronze award in the "SDGs" category.

Cannes Lions is the world's largest advertising and communications festival, held annually in June in Cannes, southern France. Established in 1954, over 20,000 entries compete for awards in a total of 30 categories each year, including television commercials, magazine and newspaper advertising, and digital applications. The festival is an international event that attracts more than 15,000 visitors from about 100 countries during its one-week run.

Kiyoyuki Uchiyama, Managing Director of the Media Business division, said, "We are very happy to receive this prestigious award. I would like to express my gratitude to the companies, experts, and other people involved in the project for their support. Nikkei has been involved in many projects that contribute to solving social issues based on our purpose of 'Better insights for a better world.' We will continue to work with everyone to find ways to achieve both economic growth and true affluence".

About Nikkei

Nikkei Inc. is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the UK-based Financial Times in 2015. Our combined digital and print circulation totals about 2.5 million, and we are continually deploying new technologies to increase our readership.

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