

The 9th Nikkei BP Marketing Awards Winners Announced

Nikkei Business Publications has announced the winners of this year's Nikkei BP Marketing Awards

TOKYO, JAPAN, April 26, 2023 / EINPresswire.com/ -- The 9th Nikkei BP Marketing Awards Winners Announced SINTOKOGIO's 6-axis Force Sensor Promotion Campaign Named Grand Prize Winner Marketing Campaigns of Seven Companies Recognized

Nikkei Business Publications (President & CEO: Naoto Yoshida; Minato-ku, Tokyo) has announced the winners of this year's Nikkei BP Marketing Awards, the 9th group of such prizes to be granted.

The Nikkei BP Marketing Awards aim to recognize various outstanding marketing activities of its clients, employing the full benefits of media, survey, and content services provided by Nikkei Business Publications. The award-winning campaigns and advertising pieces were screened by third-party experts based on the criteria of design aesthetics, impact, planning ability, and intelligibility. The Nikkei BP Marketing Awards have broadened the scope of evaluation to include methods and strategies of marketing campaigns as well as the natures of advertising pieces themselves.

The final meeting of the Screening Committee (Chairperson: Professor Akihiro Inoue) was held on Monday, February 20. The works that were honored included the following: the "Dekiru robot e (6-axis force sensor for advancing robot technologies)" campaign run by SINTOKOGIO on Nikkei Monozukuri; the "INCLUSIVE: For a more creative, freer future" campaign by Asahi-Seiki Manufacturing featured in Nikkei Monozukuri; Google's "YouTube" promotion in Nikkei Business; and the "DELL Dream Tech Contest: Female entrepreneurs cultivating the future" campaign by DELL Technologies run in the Nikkei Business Online Edition and Nikkei xwoman. A total of seven



Nikkei Monozukuri (October 2022)

□Picture 1□

marketing campaigns, each conducted by a different company, were recognized with awards. The works that were thus honored were selected from marketing campaigns promoted by Nikkei BP media and content during 2022.

□Grand Prize

SINTOKOGIO□Dekiru robot e (6-axis force sensor for advancing robot technologies)

□Picture 1□

□Gold Prize

Asahi-Seiki Manufacturing□INCLUSIVE for a more creative, freer future

□Picture 2□

□Gold Prize

Google□YouTube promotion

□Picture 3□

□Gold Prize

Dell Technologies: DELL Dream Tech Contest: Female entrepreneurs cultivating the future

□Picture 4□

□Silver Prize

Kirin Holdings: CSV management philosophy in the Kirin way

□Silver Prize

HENNGE: HENNGE ONE - Ultraman and Ultra Monsters

□Silver Prize

Rinnai: Rinnai Relax Project

For each series of advertisements, we have selectected representative examples. (The same award winners are listed in Japanese alphabetical order.)



Nikkei Monozukuri (October 2022)

□Picture 2□



Nikkei Business (September 30, 2022)

□Picture 3□

[Screening Committee]

Chairperson: Akihiro Inoue, Professor,
Keio University Business School

Members:

Toru Ishizaki, Professor, Senshu
University and Chairperson, Japan
Academy of Advertising

Izumi Okoshi, Director, Dentsu Group
Inc.

Hiroto Kobayashi, CVO, INFOBAHN
Inc.

Mitsuo Sakai, Marketing Consultant
Chisato Takigawa, Hakuhodo DY Media
Partners Inc.

Tomoe Tanaka, Professor, Meiji Gakuin University

Eishu Hai, CEO, High-Z Inc. and Project Professor, Keio University

Shuji Honjo, Business Consultant and Visiting Professor, Tama University Graduate School
(MBA)

Hisamitsu Mizushima, Professor, Tokai University

Atsumi Watanabe, Managing Director, Nikkei Business Publications, Inc.

(Names are in Japanese alphabetical order; organization names and job titles are as they were
on the date of the final Screening Committee meeting.)

For further details, please contact:

Global Business Unit

Nikkei Business Publications, Inc.

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

[DVD Learning Package Provides a First Step to Understanding ESG Management](#)
[Nikkei Real Estate Market Report](#)

the 2023 Edition of "100 Companies to Create Future Markets"

Public Relations Office

Nikkei Inc.

pr@nex.nikkei.co.jp



□Picture 4□

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