

June 14, 2023

Meidensha Corporation

To members of the media

Meiden wins YouTube Works Awards Japan 2023 for its pixel art edition of “Electricity: Taking action” social media advertisement series

Meidensha Corporation (Meiden) has won in the Breakthrough Adviser category, as well as the Grand Prix, at YouTube Works Awards Japan 2023 for the pixel-art edition of its “Electricity: Taking action” social media advertisement series. These awards, given by Google, designate it as Japan’s representative YouTube advertisement for the year 2022.

YouTube Works Awards Japan recognizes advertisement videos that feature outstanding effects. There are eight categories. The Breakthrough Adviser category, in which Meiden won, recognizes campaigns by advertisers that previously made little use of YouTube as an advertising medium but now daringly embrace its potential. Meiden was one of 49 finalists selected after the first screening.



Pixel art edition of “Electricity: Taking action”

<https://www.youtube.com/watch?v=KbugdlChqV4&feature=youtu.be>

This advertisement is aimed at young people. Using pixel art, it shows how electricity is an essential part of daily life and life events. The Group has set a goal of creating a society that feels safe, prosperous and exciting by 2030. The catchphrase “Electricity: Taking action” is part of Meiden’s efforts as a corporation to realize that goal.

The campaign received high marks due to the following factors:

- Creativity attained regardless of the size of the production budget
- Meiden's likability more than doubled among people who recognize the company
- The number of monthly visitors to the Meiden's corporate website increased by a factor of more than 20

These achievements demonstrated a high return on advertisement investment. Meiden also was credited as a company for its bold decision to make this advertisement.

The Meiden Group's vision is to become a sustainability partner that "works to build a new society through integrity to the Earth, society, and people, and through the power of co-creation." To help realize an affluent and comfortable society in the future, Meiden will continue to actively and boldly work to create new value and transmit its corporate philosophy.

Website for YouTube Works Awards Japan

<https://www.youtube.com/intl/ja/ads/youtube-works/#youtube-works-awards>

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Production staff

Creative Director	: Takahashi Yorinobu (YOMIKO ADVERTISING INC.)
Planner	: Takahashi Yorinobu (YOMIKO ADVERTISING INC.)
Copy Writer	: Takahashi Yorinobu (YOMIKO ADVERTISING INC.)
Director	: Takahashi Yorinobu (YOMIKO ADVERTISING INC.)
Art Director	: Tanaka Ryuichi (YOMIKO ADVERTISING INC.)
Art Director	: Kin San (YOMIKO ADVERTISING INC.)
Designer	: Negami Saki (YOMIKO CROSSCOM)
Account Executive	: Miura Motohiko (YOMIKO ADVERTISING INC.)
Producer	: Kusayanagi Shota (TAIYO KIKAKU Co., Ltd.)
Production・Manager	: Sanada Masahiro (TAIYO KIKAKU Co., Ltd.)
Production・Manager	: Yano Naoki (TAIYO KIKAKU Co., Ltd.)
Editor	: Baba Ryosuke (dadab Inc.)
Animator	: Muscat
Music	: Snail's House