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*Otsuka
people creating
new products
for better health
worldwide*

Educational awareness tool for nerve & mental diseases wins at Cannes

A portion of our activities dedicated to reducing bias among the general public about nerve and mental diseases has won the Bronze for the Pharma category of Lions Health at the 63rd Cannes Lions International Festival of Creativity, the most prestigious international award for creativity.

The activity which was awarded the Bronze uses the booklet “Connect Pen & Notebook” as a way to raise awareness of diseases. The product was designed and produced by TOPPAN PRINTING CO., LTD.



To watch the video about the “Connect Pen & Notebook”, [click here](#).

The booklet conveys that nerve and mental diseases, similar to some other diseases, are organ diseases affecting the brain and are caused by malfunctions in the interconnections in the brain.

The pen captures the general public’s interest and encourages them to read the booklet contents. It does this by connecting electric circuits in the booklet to mimic the connections in the brain. LED lights are thereby lit by drawing with the pen, which uses ink that conducts electricity.

Part of the circuits were hand-made by patients who aspire to be employed. This tool is used in university courses related to healthcare and has resulted in students having improved understanding about, and impressions toward, these diseases.

Our company will continue to carry out activities to dispel negative images of diseases by deepening awareness of them.