



2019年7月23日

各位

ダイドードリンコ株式会社

安室奈美恵さんへの感謝の気持ちをファンとともに制作した新聞広告 「朝日広告賞 食品・飲料 部門賞」を受賞

ダイドードリンコ株式会社(本社:大阪市北区、代表取締役社長:髙松 富也)は、「第67回 朝日広告賞」において「食品・飲料 部門賞」を受賞いたしました。

対象となった広告は、昨年9月に芸能界を引退された安室 奈美恵さんに対する「これまでの感謝」と「これからの活躍 を応援する」気持ちをファンとともに伝えようと制作したも のです。

安室さんには、1996年に果汁入り炭酸飲料として新発売し た「mistio」の TV - CM にご出演いただくなど多大なる貢献 をしていただきました。

そうした貢献に対し、当社としての感謝とこれからの活躍 を応援する気持ちを表現するため、安室さんがこれまでに発 表された楽曲から、当時「mistio」の TV - CM ソングで使わ れていた「Don't wanna cry」をはじめ、数々の代表曲のタイ トルをつなぎあわせて感謝のメッセージとなるよう構成し、 昨年9月4日付の新聞広告に掲載したところ、非常に多くの ファンから反響をいただきました。

Dear NAMIE AMURO, "Don't wanna cry?"... We don't wanna cry? "... We don't wanna cry? "... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry?"... We don't wanna cry? "... We don't wanna cry?"... We don't wanna cry? "... We don't cry, no more cry."... We don't cry, no more cry."... We don't cry. No more cry."... We don't cry. No more cry. We don't cry. We don't cry. We don't cry. No more cry. We don't cry. tears, smile again. You are our sunshine, and hero all together, but for some reason, we also feel like our best friend is walking on the redcarpet Of course, we can celebrate from our hearts. Since when we were sweet 19 orso, you taught us how to be a girl, respect the power of love, and how to shine, kiss, play with "Mint" guy... everything important in our lives.

In a funky town like a lot of sun seasons dreaming, we were We saw the 80s 90s another woman like the park, go sit down no need to set an al sleep, can't eat, get come over for some



SHIBUYA, we spent in short-tight skirts dreaming with you. ... We will never see you. Have a walk in take a rest. There is arm. When you can't sick, think of us and girl talk. We can keep

any secret, just you and us, like "toi et moi," because we are wishing on the same star, under the same white light of "TSUKI," right? When we were lost, you always helped us get ourselves back, so now it's our turn. From now on. whenever you find and chase another chance, don't hold back. Even if so big crazy boys bother you like a tempest, we will break it like speed stars, just say the word. "Put'em up!" We all could be wild fighters, all for you anytime We can fight together whenever you want us. So, don't be afraid. What your body feels is an exit, and a new start at the same time. We would keep on writing love stories for you in our dear diary. Your music doesn't stop for us, it will never end. We hope you will have brighter and more beautiful days. 2000 times of love!

対象広告

朝日広告賞は、今の時代の新聞広告における最も優れた作品を選ぶもので、広告文化の発展に 寄与してこられました。当社では今回の受賞を励みに、多くのファンとともに今後もよりよい広 告・商品づくりに努めてまいります。

* * * 本報道資料に関するお問い合わせ先 * * *

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