

"Man on the Curtain," a crime prevention project implemented by Leopalace21, received the grand excellent award on "SABRE Awards Asia-Pacific", one of the biggest international PR award in Asia-pacific

-the second achievement continuing from the award sponsored by the International Public Relations Association! Innovative ideas which brought many of the word of mouth in all over the world received high evaluation-

Leopalace 21 Corporation (Headquarters: Nakano-ku, Tokyo; President and CEO: Eisei Miyama; "Leopalace21") announces that a joint-project with Dentsu Inc. ("Dentsu") was elected as finalists on the three categories "JAPAN", "WORD OF MOUTH", and "MARKETING TO WOMEN" and received the grand excellent award among "WORD OF MOUTH" on "SABRE Awards Asia-Pacific", one of the biggest international PR award in Asia-pacific.



"Man on the Curtain," the project which received the award, is a crime prevention measure aimed at alleviating invasions of homes targeting women. It aims to apply pressure to criminals and suppress crimes by projecting a silhouette of a moving man on windows using smartphones and a projector from inside the room. With unprecedented efforts, we are attracting great attention not only from domestic but also from overseas.

Although this project utilizes a simple mechanism of shadows (silhouettes), criminal deterrence based on innovative ideas gives consumers new awareness and discoveries. These awareness and discoveries brought many of the word of mouth in all over the world and received high evaluation from the judges. This is the second achievement of receiving international PR awards continuing from the "Golden World Awards for Excellence (GWA)", an international PR award sponsored by the International Public

Leopalace21 will continue to take on new initiatives with innovative ideas, contribute to the convenience of residents, secure tenants' security and peace of mind, and continue to expand customer services.

Details of award

Name of project: Man on the Curtain
Company offering service: Leopalace21 Corporation
Entry company: Dentsu Inc
Category: GOLD SABRE AWARDS, PRACTICE AREAS, "WORD OF MOUTH" category

About “Man on the Curtain”

"Man on the Curtain" is a crime prevention measure announced by Leoplace21 in March 2018. By projecting a silhouette of a moving man on windows using smartphones and projectors, it places pressure on criminals and has the effect of deterring crime. Currently there are 12 types of silhouettes of moving men, including shadow boxing, muscle training, and bat swinging, all projecting lives of robust men. Since the announcement of this project, we have attracted much attention not only in Japan but also in overseas media such as Europe, the U.S. and the Asian region.

Website: <http://www.leopalace21.com/special/manonthecurtain/index.html>

Web movie: <http://www.leopalace21.com/special/manonthecurtain/index.html>

*released on March 23, 2018

About “SABRE Awards Asia-Pacific”

SABRE means “Superior Achievement in Branding, Reputation and Engagement”. It originally started in the United States in 1989 as “CIPRA Awards” and had changed the title to “SABRE Awards” in 2000. Currently the award is held in the United States, Europe, Middle-east, and Asia etc. and there are almost 5,000 entries from all over the world every year.

“SABRE Awards Asia-Pacific”, started in 2008, is one of the biggest international PR award in Asia-pacific. The campaign for received awards in each category on “SABRE Awards Asia-Pacific” will be reassessed with all SABRE Awards from all over the world. Finally, the grand excellent awards on “Global SABRE Awards” will be elected.

<https://www.holmesreport.com/events-awards/sabre-awards/sabre-awards-asiapacific/2018-sabre-asiapacific-winners>

About Leoplace21

Since its establishment in 1973, Leoplace21 has operated in the Leasing Business and Development Business, under its corporate philosophy of “creating new value.” In the Leasing Business, we have answered to the needs of corporate as well as individual clients, and 80% of the listed companies in Japan have used our apartments. We operate in other businesses such as the Elderly Care Business and Hotels and Resort Business, in the aim of customer satisfaction.

Also, we have obtained certifications such as the “Competitive IT Strategy Company,” “Platinum Kurumin” (for support of raising children), “White 500” (for outstanding health management), and “Iku Boss” (personnel training), and will continue to push forth measures of improving corporate value.



Contact

Tel: +81-3-5350-0216

E-mail: ir@leopalace21.com