

Innovation all for the patients



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The Launch of Chugai's New TV Commercial Featuring Tori Matsuzaka “Innovation Lab / Antibody Technology”

TOKYO, December 21, 2022 -- [Chugai Pharmaceutical Co., Ltd.](#) (TOKYO: 4519) announced the launch of a new TV commercial featuring Tori Matsuzaka titled “Innovation Lab / Antibody Technology.”



The theme of the commercial is “antibody technology,” and together with the catchphrase “*Damage Diseases Alone*,” it illustrates Chugai’s desire to contribute to patients around the world through the research and development of innovative antibody drugs. In an imaginary and real-world setting, this highly artistic production intersects abstract spaces with reality to express innovation and advancement.

Tori Matsuzaka, an actor with strong performance skills, plays the role of a researcher. He expresses how Chugai works every day to find new ideas and add innovation to drug discovery activities. Please pay special attention to the sense of hope portrayed by Mr. Matsuzaka’s expression and powerful gaze.

Antibody drug is a biopharmaceutical product that can pinpoint a specific target, meaning there is hope for them as products with fewer side effects. Chugai Pharmaceutical is a pioneer in Japan engaging in the research and development of biopharmaceutical products, having created the first therapeutic antibody originating in Japan. In recent years, Chugai has used its unique antibody engineering technologies to further expand the potential of antibody drugs, leading to new drug discovery.

【Outline】

Title : “Innovation Lab / Antibody Technology.”
Launch date : Wednesday, December 21, 2022
Broadcast area : Nationwide
Brand Website : <https://www.chugai-pharm.co.jp/brand/>(Japanese only)
Official YouTube Channel: <https://www.youtube.com/user/chugaijp> (Japanese only)

[Performer]

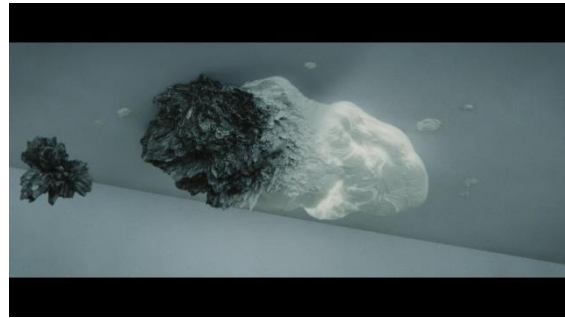


Tori Matsuzaka

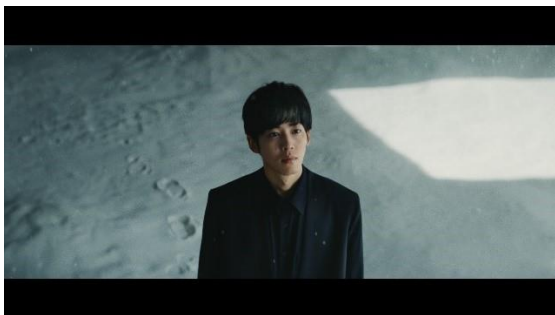
Birthdate: 17 October 1988 / Birthplace: Kanagawa Prefecture

He made his acting debut in 2009 and has appeared in numerous movies, TV drama series, and stage performances. He won the Best Supporting Actor Award at the 42nd Japan Academy Film Prize and the Best Actor Award at the 45th Japan Academy Film Prize for his performance in “The Blood of Wolves” series (18, 21). He also won the Best Actor Award at the 43rd Japan Academy Film Prize for his performance in “The Journalists” (19). His major movies in recent years include “Blank,” “The Wandering Moon,” “Whisper of the Heart,” and “Fragments of the Last Will.” Upcoming roles include NTV’s January release “Brush-up Life” and the 2023 Netflix series “Let’s Get Divorced.”

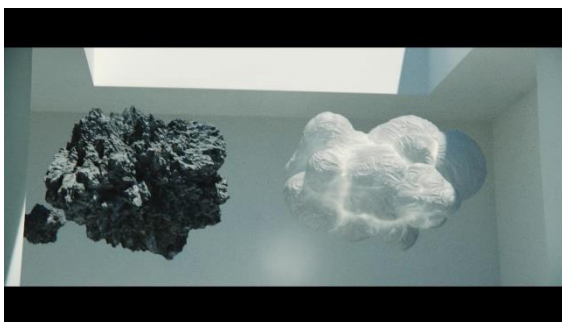
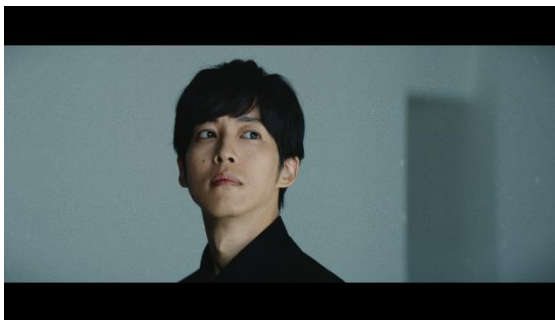
[Story]



Tori Matsuzaka steps into an imaginary white space. The ceiling is covered with normal and abnormal cells.



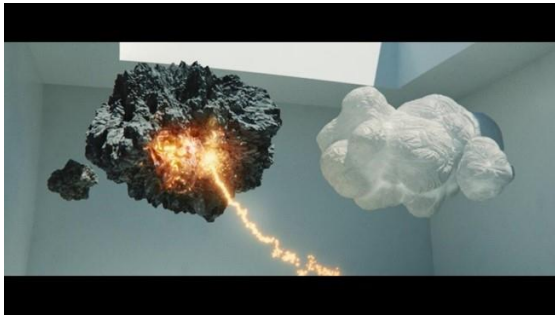
Looking up, he sees the cells break down at the same time, falling down like sand.



He looks at another space and sees normal and abnormal cells floating.



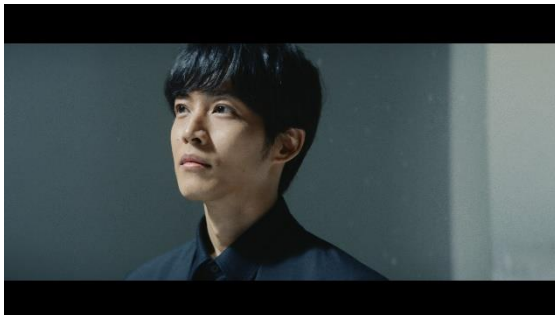
In front of his eyes, the antibodies target the abnormal cells and start to attack them.



Only the abnormal cells are destroyed by the antibodies, and debris accumulates as sand.



When the scene changes, he is in the laboratory. What he saw before was an imaginary space. He looks excited and confident about the potential of antibody technologies.



“Innovation Beyond Imagination.” He looks out powerfully into the distance, committed to continue creating innovative drugs.