

FOR IMMEDIATE RELEASE

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## **Dentsu Inc. Wins Asia-Pacific Agency of the Year Award at Spikes Asia 2024 for the 3rd Time**

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has been named Asia-Pacific Agency of the Year at the Advertising Festival "Spikes Asia 2024"\* held from March 13 and 14 in Singapore, winning a total of 22 awards. This marks the third time that Dentsu Inc. has received this title, given to the single advertising agency with the greatest number of awards.



### **Dentsu Inc.'s Highlights from Spikes Asia 2024**

- Winner of the Asia-Pacific Agency of the Year for the third time
- Winner of 5 Grand Prix in the categories of Digital Craft, Direct, Entertainment, Industry Craft and Media
- Won an additional 2 Gold, 9 Silver, and 6 bronze awards



Asia-Pacific Agency of the Year Award Scene

As a Group, dentsu was awarded Network of the Year, a recognition given to the most creative network, for record 2nd time.



\*Spikes Asia is one of the largest regional advertising festivals held annually in Singapore, with the aim of celebrating high creativity in the Asia-Pacific region. For more information, please visit the Spikes Asia website at

<https://www.spikes.asia>

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## Contact

Media-related inquiries:

Branding Office, Dentsu Corporate One Inc.

Email: [global.communications@dentsu.co.jp](mailto:global.communications@dentsu.co.jp)