

FOR IMMEDIATE RELEASE

August 27, 2024

## Dentsu Inc. Won Two Top Awards at MAD STARS 2024 “Agency of the Year” and “Grand Prix of the Year”

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has won a total of 12 awards, including the “Agency of the Year” and “Grand Prix of the Year”, as well as five Grand Prix, two Gold, one Silver and two Bronze awards at the MAD STARS 2024, a festival of marketing, advertising and digital content held in Busan, Korea, August 21–23, 2024.

The Dentsu Group as a whole won four top awards (Agency of the Year, Grand Prix of the Year, Network of the Year, Holding Company of the Year), five Grand Prix, two Gold, five Silver and nine Bronze.



Agency of the Year Award Ceremony

\*MAD STARS is an advertising festival that has been held under the auspices of Busan City, South Korea since 2008, and it is the only advertising festival in Asia that accepts advertising works submitted from all over the world. In 2022 the name was changed from AD STARS to MAD STARS, and the festival aims to share creative solutions that will change the world in marketing, advertising, and digital content.

MAD STARS website: <https://www.madstars.org/adstar/main/AdstarMainView.do>

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