

FOR IMMEDIATE RELEASE

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## **Dentsu Inc. Won Two Special Awards at ADFEST 2025: Agency of the Year & East Asia Agency of the Year**

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has been named Agency of the Year and East Asia Agency of the Year at the Asia-Pacific Advertising Festival "ADFEST 2025"\* held from March 20 to 22 in Pattaya, Thailand. Additionally, as the Group, dentsu was awarded Network of the Year.

### **Highlights from ADFEST 2025**

- Won **Agency of the Year** (Dentsu Inc.), for the eleventh time in three consecutive years
- Won **East Asia Agency of the Year** (Dentsu Inc.), for the second time in two consecutive years
- Won **Network of the Year** as the Group, for ninth time in four consecutive years

### **Award results:**

- Dentsu Inc.: Won 6 Gold, 9 Silver, and 9 Bronze awards
- Dentsu as the Group: Won 9 Gold, 15 Silver, and 19 Bronze awards



Agency of the Year Award Ceremony



\*Founded in 1998, the Asia-Pacific Advertising Festival, commonly known as ADFEST, is one of the leading advertising awards in the Asia-Pacific region. For more information, please visit the ADFEST website at <http://www.adfest.com/>

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