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April 28, 2025

Dentsu Inc. Won 12 Awards at Spikes Asia 2025 including Grand Prix in Digital Craft and Grand Prix for Good

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has won a total of 12 awards at Spikes Asia 2025^{*}, the Asia-Pacific region's largest advertising festival, held in Singapore on April 24. The awards include two Grand Prix (in the Digital Craft category and the Grand Prix for Good, which is awarded to work created for non-profit organizations), one Gold, one Silver, and eight Bronze. Additionally, Dentsu Inc. was awarded "Agency of the Year by Market-Japan". The Dentsu Group as a whole won a total of 26 awards (2 Grand Prix, 6 Gold, 5 Silver and 13 Bronze).



Highlights from Spikes Asia 2025

- Won **Agency of the Year by Market – Japan** for three consecutive years
- Won **Grand Prix in the categories of Digital Craft**
- Won the **Grand Prix for Good** for works for non-profit organizations
- Dentsu Inc. won a total of 12 awards in 10 categories (2 Grand Prix, 1 Gold, 1 Silver, 8 Bronze)
- The Dentsu Group won a total of 26 awards (2 Grand Prix, 6 Gold, 5 Silver, 13 Bronze)

^{*}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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