

FOR IMMEDIATE RELEASE

September 3, 2025

Dentsu Inc. Wins "Agency of the Year" at MAD STARS 2025

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has won a total of 18 awards, including the "Agency of the Year", as well as three Gold, two Silver, seven Bronze, and five Crystal awards at the MAD STARS 2025, a festival of marketing, advertising and digital content held in Busan, Korea, August 27-29, 2025.

As a group, dentsu won a total of 21 awards, including three Gold, two Silver, eight Bronze and eight Crystal awards.



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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