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Dentsu Inc. Wins Two Special Awards at ADFEST 2026: 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 2026"* held from March 19 to 21 in Pattaya, Thailand. Additionally, as a Group, dentsu was awarded Network of the Year.

Highlights from ADFEST 2026:

- Won **Agency of the Year** (Dentsu Inc.) for the 12th time in four consecutive years
- Won **East Asia Agency of the Year** (Dentsu Inc.) for the third time in three consecutive years
- Won **Network of the Year** as a Group for tenth time in five consecutive years

Award results:

- Dentsu Inc.: Won 1 Grande, 3 Gold, 6 Silver, and 9 Bronze awards
- dentsu as a Group: Won 2 Grande, 6 Gold (including Innova Lotus and Lotus Roots), 10 Silver, and 14 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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