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## Dentsu Inc. Wins Five Awards at Cannes Lions 2026

— As a group, dentsu won 15 Awards —

Dentsu Inc. (President & CEO: Chisato Matsumoto; Head Office: Tokyo) announced today that it has won a total of five awards, including one Gold, one Silver and three Bronze at Cannes Lions 2026\*1, the world's largest festival of creativity, held in Cannes from June 22 to 26.

As a group, dentsu won a total of 15 awards (4 Gold, 4 Silver and 7 Bronze).



# CANNES LIONS

In addition, “dear difference,” an advertising campaign by THE NIKKA WHISKY DISTILLING CO., LTD., won Gold and Bronze in the Industry Craft Lions\*2 and Silver in the Design Lions\*3.



The Industry Craft Lions awards ceremony for NIKKA WHISKY’s “dear difference”

- \*1 The Cannes Lions International Festival of Creativity, founded in 1954, is the world's largest advertising and communications festival. More than 20,000 entries are submitted each year from over 90 countries and judged across 31 Lions (categories). For more information, please visit <https://www.canneslions.com/>
- \*2 The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life. The work should demonstrate the highest levels of expertise and vision in the application of creative techniques.
- \*3 The Design Lions celebrate visual craftsmanship. The work should demonstrate creative approaches that use visual and strategic design to build strong brand connections, engage audiences, and leave lasting impressions through cohesive, impactful communication.

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## Contact

Media-related inquiries:

Branding Office, Dentsu Corporate One Inc.

Email: [global.communications@dentsu.co.jp](mailto:global.communications@dentsu.co.jp)