NEWS RELEASE

DENTSU INC.
1-8-1, Higashi-shimbashi, Minato-ku,
Tokyo 105-7001, Japan
global.communications@dentsu.co.jp
https://www.dentsu.co.jp/en/

FOR IMMEDIATE RELEASE
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Dentsu Inc. Wins One Gold and One Silver at the 2026 APAC Effie Awards

— dentsu Ranks Third for Agency Network of the Year —

Dentsu Inc. (President & CEO: Chisato Matsumoto; Head Office: Tokyo) announced today that it won a total of two awards, including its first-ever Gold and one Silver, at the 2026 APAC Effie Awards*, which recognize the most effective marketing campaigns across the Asia-Pacific region and were held in Singapore on September 25, 2026.

As a group, dentsu won a total of six awards, comprising two Gold, one Silver and three Bronze awards, and ranked third for Agency Network of the Year.

*The Effie Awards were established in 1968 by the New York American Marketing Association to recognize effectiveness in marketing. The Effie Awards include the Global Effies; regional programs that recognize campaigns based on where they are implemented, including the APAC Effie Awards, Euro Effie Awards and MENA Effie Awards; and local programs in more than 40 countries and regions. The APAC Effie Awards recognize the most effective marketing communications in the Asia-Pacific region.

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Contact

Media-related inquiries:
Branding Office, Dentsu Corporate One Inc.
Email: global.communications@dentsu.co.jp