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March 17, 2026

Dentsu Inc. Wins 9 Awards at Spikes Asia 2026, Including the Grand Prix in Creative Strategy

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has won a total of 9 awards at Spikes Asia 2026^{*}, the Asia-Pacific region's largest advertising festival, held in Singapore on March 12. These include one Grand Prix in the Creative Strategy category, one Gold, two Silver, and six Bronze awards. Additionally, Dentsu Inc. won second place for "Strategy & Effectiveness Agency of the Year". As a Group, dentsu won a total of 13 awards (1 Grand Prix, 1 Gold, 3 Silver and 8 Bronze).



Highlights from Spikes Asia 2026

- Won **second place for "Strategy & Effectiveness Agency of the Year"**
- Won **Grand Prix in the Creative Strategy category**
- Dentsu Inc. won a total of 9 awards in 7 categories (1 Grand Prix, 2 Silver, 6 Bronze)
- The Dentsu Group won a total of 13 awards in 11 categories (1 Grand Prix, 1 Gold, 3 Silver, 8 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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