

FOR IMMEDIATE RELEASE

March 24, 2023

Dentsu Inc.'s Creative Director Masatoshi Kurita Named 2022 "Creator of the Year"

Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Norihiro Kuretani, hereinafter Dentsu), announced today that Dentsu's Creative Director Masatoshi Kurita has been named Creator of the Year for 2022 by the Japan Advertising Agencies Association (hereinafter "JAAA"; President: Hiroshi Igarashi).

The award, recognizing the most outstanding work produced by a creative professional from among JAAA member companies, has been presented on 34 occasions since it was established in 1989. The honor marks the 31st time that a Dentsu expert has been named Creator of the Year.

Kurita was recognized for bringing hope to society through his high-quality creative work, including his ability to make waves in the world with creative ideas and expressions that move people's hearts and lead to solutions for the issues facing restaurants during the COVID pandemic.

In addition, Junta Yoshikawa (Group Creative Director, Future Creative Center / Creative Planning Division 2, Dentsu Inc.) was among the seven Creator of the Year medalists for 2022.



Masatoshi Kurita

Creative Director,
Writer/TV, Copywriter

zero,
Dentsu Inc.

Comment on Award

Thank you very much. I have been blessed with the support of our clients, my team, and many others throughout my work. Though I feel this honor is more than I deserve, I will do my best to live up to it. The longer I work in advertising, the more profound and interesting I find it to be, and I am reminded

of its possibilities every day. In these times of great change, I would like to continue my creative efforts while never forgetting my commitment to humanity, humor, and expression.

Main Creative Works

Suntory Holdings Limited

“Life Needs Restaurants” Campaign



UNIQLO CO., LTD.

“Atashin’chi – Mother’s Day, Father’s Day” Campaign



NISSIN FOOD PRODUCTS CO., LTD.

“CUPNOODLE PRO” Campaign



All prefectures and designated cities nationwide
“Takarakuji – Quick One” Campaign



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Contact

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