

FOR IMMEDIATE RELEASE

June 26, 2023

Dentsu Inc. Wins Agency of the Year - Craft at Cannes Lions 2023

Dentsu Inc. (President & CEO: Norihiro Kuretani; Head Office: Tokyo) was awarded Agency of the Year – Craft, and eight awards, including the Industry Craft Lions Grand Prix and three Gold, one Silver and three Bronze Lions at Cannes Lions 2023*, the world's largest festival of creativity, held in Cannes from June 19 to 23.



Dentsu Inc.'s Highlights

- Winner of the Agency of the Year-Craft
- Winner of the Grand Prix in the Industry Craft Lions
- Won an additional three Gold, one Silver, and three Bronze Lions



Industry Craft Lions Grand Prix Award Scene



As a Group, dentsu won the Industry Craft Lions Grand Prix and the Pharma Lions Grand Prix, in addition to 5 Gold, 5 Silver, and 17 Bronze Lions, for a total of 29 awards. Furthermore, dentsu was named “Regional Network of the Year” for the Asia region.

*: Cannes Lions 2023 was held in Cannes, France from June 19 to 23. A total of 26,992 entries were submitted and judged in 30 Lions (categories).

#####

Media-related inquiries:

Corporate Communications Office, Dentsu Corporate One Inc.

Email: global.communications@dentsu.co.jp