

FOR IMMEDIATE RELEASE

March 27, 2024

## **Dentsu Inc. Won Three Special Awards at ADFEST 2024: Agency of the Year, Digital Agency of the Year, East Asia Agency of the Year**

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has been named Agency of the Year, Digital Agency of the Year and East Asia Agency of the Year at the Asia-Pacific Advertising Festival "ADFEST 2024"\* held from March 21 to 23 in Pattaya, Thailand. Additionally, as the Group, dentsu was awarded Network of the Year.

### **Highlights from ADFEST 2024**

Won Agency of the Year for the tenth time in two consecutive years

Won Digital Agency of the Year for the second time

Won East Asia Agency of the Year (newly established)

Won Network of the Year as the Group, for eighth time in three consecutive years

Award result:

Dentsu Inc.: Won 5 Grande, 8 Gold, 3 Silver, and 5 bronze awards

Dentsu as the Group: Won 5 Grande, 8 Gold, 3 Silver, and 11 bronze awards



ADFEST



< Agency of the Year Winning Scene >



\* Asia Pacific Advertising Festival, commonly known as ADFEST, was established in 1998 and is one of the leading advertising awards in the Asia Pacific region. For more information, please visit the ADFEST website:

<http://www.adfest.com/>

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