

FOR IMMEDIATE RELEASE

May 24, 2024

Dentsu Inc. Won Black Pencil at D&AD Awards 2024

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today that it has won the Black Pencil at the D&AD Awards 2024*, the international advertising awards held in London. The Black Pencil is the highest award and is given to only a few works from all entries. In addition, Dentsu Inc. received a total of 12 awards in eight categories, including two Yellow Pencils (equivalent to the Gold Award), five Graphite Pencils (equivalent to the Silver Award), and four Wood Pencils (equivalent to the Bronze Award).

The Dentsu Group as a whole won a total of 22 awards (1 Black, 4 Yellow, 7 Graphite and 10 Wood).



* The D&AD Awards was founded in London in 1962. The pencils (Black, Yellow, Graphite and Wood) are used as the award's rank and trophy.

For more information, please visit the D&AD Awards website at <https://www.dandad.org/en/d-ad-awards/>

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