

**NEWS RELEASE****FOR IMMEDIATE RELEASE****June 27, 2007**

## **Dentsu Wins a Gold Lion at Cannes International Advertising Festival 2007 in the Media Lions Category**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) has garnered a Gold Lion in the Media Lions category at the 54th International Advertising Festival in Cannes (Cannes Lions 2007) held from June 17 to 23 in Cannes, France.

The Gold Lion went to “A Time Machine? A Washing Machine?” for Hitachi, Ltd./Hitachi Appliances, Inc. in the Media Lions category. The campaign also won a Bronze Lion in the same category.

A Silver Lion in the Media Lions category and a Silver Lion in the Cyber Lions category also went to “Comic Shogakukan Books” for Shogakukan Inc.

Dentsu was also awarded with second place in the Media Agency of the Year category for its plentiful shortlists and winning entries in the Media Lions category (see Note 1). Furthermore, in the Young Creatives Competition, the Japanese team, which included a young creative from Dentsu, took the Silver Lion in the Cyber category (see Note 2).

This year the festival recorded 25,660 entries from 80 countries for awards in nine categories: Film, Press, Outdoor, Direct, Media, Cyber, Radio, Promo, and Titanium and Integrated. Media Lions received 1,661 entries and Cyber Lions received 2,711 entries.

Note 1: This award is given to the agency in one country that obtains the highest score for entries in the Media Lions section, irrespective of whether the entries were received from the agency or another party.

Note 2: The Young Creatives Competition was started in 1995. It is open to teams of two creatives (28 years of age or younger) from the same country who are given a time limit in which to create an ad for a chosen organization. This year, the participants (from 27 countries) in the Cyber category were asked to create an ad for Right to Play, an international humanitarian organization, based on their brief “Right to Play – Sport and Peace”.

## **Production Credits**

### **Media Lions: Gold (Other Consumer Products), Bronze (Use of Mixed Media)**

Advertisers: Hitachi, Ltd./Hitachi Appliances, Inc.

Product/Service: Washing machines

Title: "A Time Machine? A Washing Machine?"

Senior Strategist: Tetsuya Kikuchi

Producer: Noriaki Kuramoto

Producer/Strategist: Shohei Nishina

Communication Designer: Mitsuhiko Goto

Strategists: Shu Akahane, Yuki Tamura

Account Executives: Masaki Nakamura, Toshiyuki Nishino

Planners: Ken Takami, Mizuho Furuta

### **Cyber Lions: Silver (Mobile Advertising)**

#### **Media Lions: Silver (Publications & Media)**

Advertiser: Shogakukan Inc.

Product/Service: Comic books

Title: Comic Shogakukan Books

Creative Director/Planner: Naoto Oiwa

Copywriters: Satoshi Nakajima, Kenji Kitagawa

Art Director: Yujiro Kaizawa

Producer: Koji Yamaguchi

Account Planner: Nobuaki Nakamura

Account Executives: Makoto Okazaki, Takako Matsuda

Production Companies: Aoi Advertising Promotion Inc./blanc Inc.

### **Young Creatives Competition, Cyber Category**

#### **Silver**

The Brief: RIGHT TO PLAY - SPORT AND PEACE

The Japan team: Hiroki Nakamura (Technical Director, Dentsu Inc.)

Takashi Kamata (Web Designer, .SPFDESIGN)

Contact: Yukihiro Oguchi

Senior Manager

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: yukihiro.oguchi@dentsu.co.jp

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