

**NEWS RELEASE****FOR IMMEDIATE RELEASE****April 4, 2008**

## **Dentsu Wins Grande INNOVA Lotus, Best of Cyber, Gold TV Lotus, Two 360 Lotuses, and Others at the Asia Pacific Advertising Festival 2008**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) picked up one Grande INNOVA Lotus, a Gold Lotus in the TV category and Lotuses in the 360 category at the 11th Asia Pacific Advertising Festival (AP AdFest 2008) held from March 26th to 29th in Pattaya, Thailand.

This year's Grande INNOVA Lotus went to the "FREEDOM-PROJECT" created by ground / Dentsu for Nissin Food Products Co., Ltd., which also won one INNOVA Lotus (Note 1) and a 360 Lotus (Note 2). A 360 Lotus also went to MARUI CO., LTD.'s "Fashion Therapy," created by Drill and Dentsu. In the Cyber category, "REC YOU" created by GT/Dentsu for Sony Marketing (Japan) Inc. won Best of Cyber (Note 3) and a Gold Lotus.

In the TV category, "Ms. Yuko Yamada Looks for Her First Job," created by Dentsu for Recruit Co., Ltd., won a Gold Lotus. In addition to those already mentioned, Dentsu also received five Silver and seven Bronze awards.

AP AdFest was established in 1998 by the Asian Federation of Advertising Associations (AFAA) to focus on creative work in the Asia Pacific region, and has since built a reputation as one of the most prestigious advertising festivals in the world. This year's festival received 5,148 entries for awards in 12 categories: TV, Press & Poster, Outdoor, Direct, Cyber, Film Craft, Print Craft, Radio, 360, INNOVA, New Director, and Design. The last two categories were newly established this year.

Note 1: The INNOVA category recognizes innovative and inventive advertising ideas and campaigns. The Grande INNOVA Lotus is the top award in this category.

Note 2: The 360 category recognizes integrated campaigns. The 360 Lotus is second only to the Grande award in this category.

Note 3: Best of Cyber is the top award in the Cyber category. It is chosen from among the Gold Cyber Lotus winners.

### ***Production Credits:***

#### ***Grande INNOVA & INNOVA Lotus***

Advertiser: Nissin Food Products Co., Ltd.  
Product/Service: Nissin Cup Noodle  
Agencies: ground / Dentsu Inc.  
Creative Directors: Ichiro Kinoshita, Satoshi Takamatsu  
Planner: Satoshi Takamatsu / FREEDOM-PROJECT team  
Copywriter: Satoshi Takamatsu  
Art Director: Daisaku Nojiri  
Production Company: Dentsu Tec Inc.

#### ***Best of Cyber & Gold Cyber Lotus***

Advertiser: Sony Marketing (Japan) Inc.  
Product/Service: WALKMAN  
Agencies: GT INC./ Dentsu Inc.  
Executive Producer: Koshi Uchiyama  
Creative Directors: Naoki Ito  
Planner: Naoki Ito  
Copywriter: Naoki Ito  
Art Director: Naoki Ito  
Production Company: GT INC./NON-GRID inc.

#### ***Gold TV Lotus***

Advertiser: Recruit Co., Ltd.  
Product/Service: Rikunavi Premier  
Agency: Dentsu Inc.  
Creative Director: Yoshihiro Sato  
Planners: Kota Tohata, Takashi Yokemura  
Copywriters: Kota Tohata, Yukio Hashiguchi, Yusuke Tsukamoto  
Art Designer: Takashi Yokemura  
Production Company: Puddle

### ***360 Lotus***

Advertiser: Nissin Food Products Co., Ltd.  
Product/Service: Nissin Cup Noodle  
Agencies: ground / Dentsu Inc.  
Creative Directors: Ichiro Kinoshita, Satoshi Takamatsu  
Planner: Satoshi Takamatsu / FREEDOM-PROJECT team  
Copywriter: Satoshi Takamatsu  
Art Director: Daisaku Nojiri  
Production Company: Dentsu Tec Inc.

### ***360 Lotus***

Advertiser: MARUI CO., LTD.  
Product/Service: Yurakucho Marui  
Agencies: Drill / Dentsu Inc.  
Creative Directors: Morihiro Harano, Alex Freund  
Copywriters: Noriko Yamada, Jun Nishida, Hiroyo Kanehako, Hidetoshi Kuranari  
Art Directors: Yusuke Kitani, Eric Hoffman, Martí Guixé  
Producers: Osamu Enari, Ryuji Ueno, Koji Fujioka  
Production Companies: Kaibutsu, Hoseisha, Jin-x, Partners.

### ***Silver TV Lotus***

Advertiser: Morinaga & Co., Ltd.  
Product/Service: Carré de chocolat  
Agency: Dentsu Inc.  
Creative Director: Yoshihiro Sato  
Planners: Makoto Shinohara, Tsunao Arita  
Copywriter: Takeshi Matsukuma  
Art Designer: Tsunao Arita  
Production Company: Mothers

### ***Silver Radio Lotus***

Advertiser: Canon Marketing Japan Inc.  
Product/Service: EOS Kiss Digital  
Agency: Dentsu Inc.  
Creative Directors: Jun Moriwaki, Daisuke Tsuda  
Planner: Wataru Yamamoto  
Production Company: AONI PRODUCTION

### ***Silver Outdoor Lotus***

Advertiser: Tokyo Metropolitan Government  
Product/Service: SUBWAY STATION STADIUM PROJECT  
Agency: Dentsu, Inc.  
Creative Director: Naoya Hosokawa  
Planners: Akira Ozone, Kota Mogami, Naoya Hosokawa,  
Motofumi Kanesaka, Masashi Miyamae  
Copywriter: Naoya Hosokawa  
Art Designer: Takahiro Tsuchiya  
Production Companies: J.C. SPARK INC., KOBAYASHI KOGEI-SHA Co.,Ltd.,  
Dentsu Tec Inc.

### ***Silver Direct Marketing Lotus***

Advertiser: Japan Tobacco Inc.  
Product/Service: Canned coffee  
Agency: Dentsu Inc.  
Creative Directors: Masumi Nagazawa, Soh Yamada, Masahiro Izuo, Yasuharu Sasaki,  
Yasutoshi Sumida  
Planners: Masahiro Izuo, Yoshikazu Nagashima, Hiroshi Koike, Yasuhiro Yuya  
Copywriters: Junpei Iwata, Kentaro Seki  
Art Designers: Kazuo Matsushiro, Teiji Fujioka, Seiji Nakamura  
Production Companies: TYO, ADBRAIN INC., TYO-ID

***Silver Cyber Lotus***

Advertiser: Dentsu Inc.  
Product/Service: Dentsu Creative and Planning School 2007  
Agency: Dentsu Inc.  
Creative Directors: Hirozumi Takakusaki, Yasuharu Sasaki  
Interactive Director: Hiroki Nakamura  
Planners: Aki Kimura, Makoto Sasagawa, Kazuomi Goto  
Copywriter: Aki Kimura  
Art Director: Yusuke Kitani  
Production Company: Bascule Inc., Kaibutsu

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