

NEWS RELEASE**FOR IMMEDIATE RELEASE****July 2, 2009**

Dentsu Wins Media Agency of the Year and Gold Lions in the Media, Design, Cyber and Outdoor Categories at the Cannes International Advertising Festival 2009

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) was awarded Media Agency of the Year at the 56th International Advertising Festival (Cannes Lions 2009) held from June 21 to 27 in Cannes, France. In total, Dentsu took home 11 Lions.

Dentsu was named Media Agency of the Year for having the highest score for entries in the Media Lions category.

In the Media Lions category, a Gold Lion went to Dentsu for “Pair Movie 'SUNAO NI NARETARA’” for Sony Music Entertainment. Dentsu also received two Bronze Lions for “‘Roots' Canned Coffee Book Ad” for Japan Tobacco Inc. and “TOKYO FASHION MAP” for UNIQLO CO., LTD.

In the Design Lions category, Dentsu won a Gold Lion for “One Show Exhibition 2008” for the Yoshida Hideo Memorial Foundation (Ad Museum Tokyo); Dentsu Inc. Kansai won a Gold Lion (Publications) and a Silver Lion (Posters) for “Coming Moon” for MITSUBISHI ESTATE CO., LTD. & IDÉE CO., LTD., and a Bronze Lion for “Newspaper to New Paper Project” for Ichida Garden; and a Silver Lion went to Drill Inc. and Dentsu for “From the Country of Passion” for Nichirei Foods Inc.

In the Cyber Lions category, Dentsu received a Gold Lion for “TOKYO FASHION MAP” for UNIQLO CO., LTD., and a Bronze Lion for “Pair Movie 'SUNAO NI NARETARA’” for Sony Music Entertainment.

In the Outdoor Lions category, a Gold Lion went to Dentsu and Dentsu Razorfish for “Melody Road” for DUNLOP FALKEN TYRES, LTD.

This year the festival recorded 22,652 entries from 86 countries and regions for awards in 11 categories: Film, Press, Outdoor, Direct, Media, Cyber, Radio, Promo, Titanium and Integrated, Design, and PR.

Production Credits

Media Lions: Gold

Advertiser: Sony Music Entertainment

Product/Service: CD Single “SUNAO NI NARETARA” (JUJU feat. Spontania)

Title: “Pair Movie 'SUNAO NI NARETARA'”

Agency: Dentsu Inc.

Creative Director: Yuki Kishi

Copywriter: Yosuke Murai

Illustrator: Hirosuke Yoshimori

Account Executive: Kei Terasaki

Production Company: ROBOT Communications Inc.

Bronze

Advertiser: Japan Tobacco Inc. (JT)

Product/Service: Canned Coffee

Title: “‘Roots’ Canned Coffee Book Ad”

Agency: Dentsu Inc.

Executive Creative Director: Masumi Nakazawa

Creative Directors: So Yamada, Yasutoshi Sumida, Masahiro Izuo, Koji Kurosawa (JT)

Art Directors: Isshow Matsushiro, Shoko Kudo

Copywriters: Jumpei Iwata, Yosuke Murai, Sayaka Arimoto

Producer: Tomoko Shima

Account Executive: Keita Yamaguchi

Media Planner: Teppei Eguchi

Advertiser’s Supervisors: Kei Sato (JT), JT Soft Drink Business Division “Roots” Team

Production Companies: ADBRAIN Inc., SEIBIDO

Bronze

Advertiser: UNIQLO CO., LTD.

Product/Service: UNIQLO Parka Series

Title: “TOKYO FASHION MAP”

Agency: Dentsu Inc.

Executive Planning Director: Kenji Shiratsuchi

Executive Creative Director: Koichi Sawada

Planning Director: Keiichi Higuchi

Art Director: Shinya Seino

Copywriter: Aki Kimura

Agency Producers: Shinsaku Ogawa, Sozo Kikuchi, Kai Hikiji

Account Executive: Osamu Kimura

Production Companies: DENTSU TEC INC., Graffiti Magazines, Bascule Inc.,
MONSTER☆ULTRA, INC.

Design Lions: Gold

Advertiser: Yoshida Hideo Memorial Foundation (Ad Museum Tokyo)

Product/Service: One Show Exhibition 2008

Title: "One Show Exhibition 2008"

Agency: Dentsu Inc.

Creative Director: Yuya Furukawa

Art Director: Yoshihiro Yagi

Copywriter: Haruko Tsutsui

Designers: Yoshihiro Yagi, Yo Kimura

Gold (Publications)

Advertisers: MITSUBISHI ESTATE CO., LTD. & IDÉE CO., LTD.

Product/Service: Haiku Event

Title: "Coming Moon"

Agency: Dentsu Inc. Kansai

Art Director: Yoshihiro Yagi

Copywriter: Haruko Tsutsui

Designers: Yoshihiro Yagi, Yo Kimura

Account Executive: Kosaku Miyata

Illustrator: Chie Ichida

Silver (Posters)

Advertisers: MITSUBISHI ESTATE CO., LTD. & IDÉE CO., LTD.

Product/Service: Haiku Event

Title: "Coming Moon"

Agency: Dentsu Inc. Kansai

Art Director: Yoshihiro Yagi

Copywriter: Haruko Tsutsui

Designers: Yoshihiro Yagi, Yo Kimura

Account Executive: Kosaku Miyata

Illustrator: Chie Ichida

Silver

Advertiser: Nichirei Foods Inc.

Product/Service: Nichirei Acerola Drink

Title: "From the Country of Passion"

Agencies: Drill Inc./ Dentsu Inc.

Creative Directors: Morihiro Harano, Alex Freund

Art Directors: Kazuko Marubashi, Eric Hoffman, Noriko Okamoto

Copywriters: Noriko Yamada, Hidetoshi Kuranari

Account Executives: Shuhei Kumazaki, Kota Kimura

Bronze

Advertiser: Ichida Garden
Product/Service: Vegetable Wrapping Paper
Title: "Newspaper to New Paper Project"
Agency: Dentsu Inc. Kansai
Art Director: Yoshihiro Yagi
Copywriter: Haruko Tsutsui
Designers: Yoshihiro Yagi, Yo Kimura
Account Executive: Kosaku Miyata

Cyber Lions: Gold

Advertiser: UNIQLO CO., LTD.
Product/Service: UNIQLO Parka Series
Title: "TOKYO FASHION MAP"
Agency: Dentsu Inc.
Executive Planning Director: Kenji Shiratsuchi
Executive Creative Director: Koichi Sawada
Planning Director: Keiichi Higuchi
Art Director: Shinya Seino
Copywriter: Aki Kimura
Agency Producers: Shinsaku Ogawa, Sozo Kikuchi, Kai Hikiji
Account Executive: Osamu Kimura
Production Companies: DENTSU TEC INC., Graffiti Magazines, Bascule Inc.,
MONSTER☆ULTRA, INC.

Bronze

Advertiser: Sony Music Entertainment
Product/Service: CD Single "SUNAO NI NARETARA' (JUJU feat. Spontania)"
Title: "Pair Movie 'SUNAO NI NARETARA'"
Agency: Dentsu Inc.
Creative Director: Yuki Kishi
Copywriter: Yosuke Murai
Illustrator: Hirosuke Yoshimori
Account Executive: Kei Terasaki
Production Company: ROBOT Communications Inc.

Outdoor Lions: Gold

Advertiser: DUNLOP FALKEN TYRES, LTD.
Product/Service: Safety Awareness Campaign
Title: "Melody Road"
Agency: Dentsu Inc.
Creative Directors: Mikio Yasuda, Ryohei Manabe, Masae Miki
Planners: Ryohei Manabe, Masae Miki, Yuko Takada
Art Director: Yuki Sakurai

Copywriters: Masae Miki, Akiko Arai

Producer: Seiji Shirafuji

Account Executive: Tatsuya Ikeda

Production Companies: Dentsu Razorfish, Inc., Shinoda Kogyo Co., Ltd.

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