

FOR IMMEDIATE RELEASE

September 27, 2011

## **Dentsu Named Media Agency of the Year at the Spikes Asia Advertising Festival 2011**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that in addition to Dentsu Inc. being named Media Agency of the Year, Dentsu Group companies received a total of six Gold Spikes in the Digital, Media, Promo & Activation and Design categories at the Spikes Asia Advertising Festival 2011 held from September 18 to 20 in Singapore.

In the Digital category, Dentsu won a Gold Spike for UNIQLO LUCKY LINE for UNIQLO.

In the Media category, Dentsu and Dentsu Okinawa received a Gold Spike for "The Sports Synchroncommercial" for Okinawa Seifun, while Dentsu and Dentsu Kyushu received a Gold Spike for "The 250km Wave" for Kyushu Railway Company. The two companies also received a second Gold Spike for "The 250km Wave" in the Promo & Activation category.

In the Design category, Gold Spikes went to Dentsu for "Campaign against Child Prostitution in Cambodia" for the NPO Kamonohashi Project, and for "Peel and See What You Get!" for Meiji Co., Ltd.

In addition to the six Gold Spikes, Dentsu Group companies took home eight Silver Spikes in four categories and six Bronze Spikes in six categories.

The Dentsu team of Rintaro Shimohama and Shunsuke Baba also won the Gold Spike in the Young Spikes Integrated Competition.

### **Spikes Asia Advertising Festival**

The Spikes Asia Advertising Festival, a collaboration between the International

Advertising Festival (IAF) and Haymarket Media Limited, celebrates creative excellence in the Asia-Pacific region. This year the festival recorded 3,647 entries from 17 countries and regions for awards in 14 categories: Film, Print, Outdoor, Radio, Digital, Mobile, Direct, Promo & Activation, Media, Design, PR, Print & Poster Craft, Film Craft and Integrated.

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