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## **Dentsu Art Director Atsushi Oogi Named "Creator of the Year" for 2011**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Atsushi Oogi, a Dentsu art director, has been named the 2011 Creator of the Year by the Japan Advertising Agencies Association (Chairman: Tatsuyoshi Takashima).

The purpose of this annual award, which was established in 1989, is to publicly recognize the most outstanding work produced by a creative professional from any of the Association's member companies. This was the 23rd time that the Creator of the Year award has been presented, and the 21st time that a Dentsu creative has won this award.

Oogi's "The 250km Wave" campaign for the Kyushu Railway Company and other works were highly evaluated by the judging panel as follows:

"He played a central role in the campaign from the very beginning, and again proved that advertising communications are more powerful when a client's message resonates with the feelings of consumers."

### **Profile of Atsushi Oogi**

Oogi joined Dentsu Inc. in 2000, and is 42 years old.

He works as an art director in the Account Management Division 3 and the Communication Design Center.

Oogi said, "I am very pleased to receive this award for the project on which I worked together with such wonderful people. Thank you very much."

### **Main Creative Works**

- Client: Kyushu Railway Company  
"The 250km Wave" campaign
- Client: NTT DOCOMO, INC.

Corporate advertising “ielovezoku”

- Client: Eisai Co., Ltd.  
“Selbelle”
- Client: GABA corporation  
“GABA” brand campaign
- Client: Sony Computer Entertainment Inc.  
“Torune” campaign

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