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## **Dentsu Named Advertising Agency of the Year at ADFEST 2012**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) was named Advertising Agency of the Year, for the second year in a row, at the 15th Asia Pacific Advertising Festival (ADFEST 2012) held from March 18 to 20 in Pattaya, Thailand.

In addition to this award, Dentsu and other Dentsu Group companies received the Best of Film Lotus, ten Gold Lotuses, thirteen Silver Lotuses and nine Bronze Lotuses. Dentsu was also awarded a Lotus in the 360 category for integrated campaigns.

Akira Kagami, executive advisor and global executive creative advisor at Dentsu Inc., was selected as the recipient of the inaugural Lotus Legend lifetime achievement award in recognition of his contribution to the advertising industry. In order to be considered as a recipient of the Lotus Legend, candidates must first be nominated by an ADFEST judge. Each of the 49 judges on this year's Lotus Awards Juries was asked to put forward one contender. The Lotus Legend must be a creative leader who currently works in the Asia Pacific region, and who has achieved creative excellence as well as being a role model for junior creatives.

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 2,857 entries for awards in 14 categories: Film, Press, Outdoor, Radio, Cyber, Direct, Promo, Design, Print Craft, Film Craft, New Director, 360, Innova and Lotus Roots.

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