

FOR IMMEDIATE RELEASE

April 9, 2013

## **Dentsu Named Design Firm of the Year at the Art Directors Club 92nd Annual Awards**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that the Company was named Design Firm of the Year at the Art Directors Club (ADC) 92nd Annual Awards held from April 2 to 4 in Miami Beach, USA.

Each year, the ADC bestows Agency of the Year, Network of the Year, Design Firm of the Year, Interactive Agency of the Year and School of the Year accolades based upon cumulative points for winning work that year. For the 92nd Annual Awards, Dentsu garnered three Gold Cubes (one in Design and two in Illustration); four Silver Cubes (two in Design and two in Interactive); and one Merit Award (in Photography).

The ADC was established in 1920 by a group of art directors with an aim to dignify their profession and judge advertising art by the same stringent standards as fine art. A not-for-profit membership organization, the ADC's mission is to Connect creative professionals around the globe, while simultaneously Provoking and Elevating world-changing ideas. The ADC honors winners in seven categories: Design; Photography; Illustration; Print Advertising; Advertising; Interactive; and Motion. This year there was one winner of the third-annual ADC Designism Award, which honors work that drives social or political change.

All the Dentsu Group winners are listed below.

### **Design—Gold Cube**

Advertiser: Panasonic Corporation

Category: Corporate/Promotional Design | Self-Promotion

Title: LIFE IS ELECTRIC

Agency: Dentsu Inc.

### **Design—Silver Cube**

Advertiser: Copywriters Club Nagoya

Category: Book Design | Book Jacket

Title: Sticky Notes Annual

Agency: Dentsu Inc., Chubu

**Design—Silver Cube**

Advertiser: STAEDTLER NIPPON K. K.

Category: Branding | Branding Campaign

Title: The Ultimate Pencil

Agency: Dentsu Inc.

**Photography—Merit Award**

Advertiser: YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO

Category: Poster or Billboard Advertisement

Title: The Fruit

Agency: Dentsu Inc.

**Illustration—Gold Cube**

Advertiser: Panasonic Corporation

Category: Corporate/Institutional

Title: LIFE IS ELECTRIC

Agency: Dentsu Inc.

**Illustration—Gold Cube**

Advertiser: Panasonic Corporation

Category: Poster or Billboard Advertisement

Title: LIFE IS ELECTRIC

Agency: Dentsu Inc.

**Interactive—Silver Cube**

Advertiser: Sony Corporation

Category: Mobile | Mobile Experience Marketing

Title: MAKE TV

Agencies: PARTY/Dentsu Inc.

**Interactive—Silver Cube**

Advertiser: UNIQLO

Category: Social | Social Network Platform

Title: UNIQLO "Storms" Pinterest

Agency: Firstborn Multimedia Corporation

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