

FOR IMMEDIATE RELEASE  
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## **Dentsu Wins Ten Gold Lions at the Cannes Lions International Festival of Creativity 2013**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu Group companies were awarded a total of twenty-two Lions (ten Gold, nine Silver and three Bronze) in eight categories at the 60th Cannes Lions International Festival of Creativity (Cannes Lions 2013) held from June 16 to 22 in Cannes, France.

This year the festival recorded 35,765 entries from ninety-two countries and territories for awards in sixteen categories: Branded Content & Entertainment, Creative Effectiveness, Cyber, Design, Direct, Film, Film Craft, Media, Mobile, Outdoor, PR, Press, Promo & Activation, Radio, Titanium and Integrated, and the new Innovation category. All the Dentsu Group winners are listed below.

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Since 1995, young advertising professionals under the age of 28 years old have been competing in the Young Lions Competitions which take place during the Festival week. A team of two represents a country, and each team participates in one of the following competitions—Print, Media, Cyber, Film, Design or Marketers. This year, Dentsu's duos who participated in the Design and the Film categories both garnered a Bronze.

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### **Cyber Lion**

#### **Bronze (Viral Advertising—Viral Marketing)**

Advertiser: Mondelez International, Inc.

Product/Service: Oreo

Title: The Oreo Blackout Tweet

Agency: 360i

**Design Lions**

**Gold (Posters)**

Advertiser: STAEDTLER Nippon K.K.

Product/Service: Mars Lumograph

Title: The Ultimate Pencil

Agency: Dentsu Inc.

**Gold (Books)**

Advertiser: Copywriters Club Nagoya

Product/Service: Annual

Title: Sticky Notes Annual

Agency: Dentsu Inc. Chubu

**Gold (Print and Poster Ads)**

Advertiser: STAEDTLER NIPPON K. K.

Product/Service: Mars Lumograph

Title: The Ultimate Pencil

Agency: Dentsu Inc.

**Gold (Print and Poster Ads)**

Advertiser: Bennett, Coleman & Co. Ltd.

Product/Service: Times of India

Title: Farmers' Suicides

Agency: Taproot India

**Gold (Online Digital Design)**

Advertiser: UNIQLO CO., LTD.

Product/Service: UNIQLO Dry Mesh T

Title: UNIQLO Storms Pinterest

Agency: Firstborn, Dentsu Inc.

**Silver (Posters)**

Advertiser: Panasonic Corporation

Product/Service: Corporate Advertising

Title: LIFE IS ELECTRIC

Agency: Dentsu Inc.

**Silver (Large Scale Logo and Visual Design)**

Advertiser: Ministry of Finance, Japan

Product/Service: Annual Meetings of the IMF and World Bank Group

Title: 2012 Tokyo Annual Meetings of the IMF and World Bank Group

Agency: Dentsu Inc.

**Silver (Publications & Business Communications)**

Advertiser: MITSUBISHI ESTATE Co., Ltd., Sho Office

Product/Service: Haiku and Art Exhibition in London

Title: CATCH THE MOON, CATCH THE BLOSSOM.

Agency: Dentsu Inc.

**Direct Lion**

**Silver (Best Use of Digital Direct Marketing—Social Media & Viral Marketing)**

Advertiser: Mondelez International, Inc.

Product/Service: Oreo

Title: The Oreo Blackout Tweet

Agency: 360i

**Film Lion**

**Silver (Pharmacy)**

Advertiser: Murata Kampou Co., Ltd.

Product/Service: Baika Gofuku Gan

Title: Batting Practice Center 1-3

Agency: Dentsu Creative X, Dentsu Inc. Kansai

**Media Lions**

**Gold (Best Integrated Campaign—Best Use of Integrated Media)**

Advertiser: P&G

Product/Service: Olympics Campaign; Corporate Image and Reputation

Title: Thank You Mom

Agency: CARAT New York

**Gold (Product & Service—Cars & Automotive Services)**

Advertiser: TOYOTA MARKETING JAPAN CORPORATION

Product/Service: AQUA

Title: AQUA SOCIAL FES!!

Agency: Dentsu Inc.

**Silver (Use of Media—Best Use of Ambient Media: Small Scale)**

Advertiser: FRESHNESS, CO., LTD.

Product/Service: Classic Burger

Title: Liberation Wrapper

Agency: Dentsu Inc., Dentsu East Japan Inc.

**Silver (Product & Service—Retail and E-Commerce, including Restaurants)**

Advertiser: ASOS

Product/Service: Womenswear

Title: #BESTNIGHTEVER

Agency: CARAT London

**Silver (Product & Service—Publications & Media)**

Advertiser: The Tokyo Shimbun

Product/Service: The Tokyo Shimbun

Title: Share the Newspaper with Children

Agency: Dentsu Inc.

**Mobile Lion**

**Bronze (Tablets and Other Devices)**

Advertiser: Dentsu Inc.

Product/Service: Tablets and Other Devices

Title: necomimi

Agency: Dentsu Inc.

**Outdoor Lions**

**Gold (Posters—Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness Messages)**

Advertiser: Bennett, Coleman & Co. Ltd.

Product/Service: Times of India

Title: Farmers' Suicides 1-3

Agency: Taproot India

**Gold (Craft—Illustration)**

Advertiser: Bennett, Coleman & Co. Ltd.

Product/Service: Times of India

Title: Farmers' Suicides 1-3

Agency: Taproot India

**Press Lions**

**Gold (Product & Service—Fundraising & Appeals)**

Advertiser: Bennett, Coleman & Co. Ltd.

Product/Service: Times of India

Title: Farmers' Suicides 1-3

Agency: Taproot India

**Silver (Craft—Art Direction)**

Advertiser: Bennett, Coleman & Co. Ltd.

Product/Service: Times of India

Title: Farmers' Suicides 1-3

Agency: Taproot India

**Bronze (Product & Service—Non-Alcoholic Drinks)**

Advertiser: PepsiCo, Inc.

Product/Service: Gatorade

Title: Push Ups with Claps/Skate Board Shove It/Back Flip

Agency: Taproot India

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