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Dentsu Group Companies Win 24 Awards at the 2013 Campaign Asia-Pacific Agency of the Year Awards

—One Digital Agency of the Year, seven Gold, six Silver and eight Bronze awards—

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Group companies Isobar, Carat, Vizeum, Dentsu Media, Taproot India and iProspect received a staggering 24 wins at the 2013 Campaign Asia-Pacific¹ Agency of the Year Awards held on December 9 in Shanghai and Mumbai and December 11 in Singapore. Campaign Asia-Pacific's Agency of the Year competition recognizes inspired leadership, management excellence, outstanding business performance and overall achievements for agencies and individuals.

In the People categories, Adil Zaim, the CEO of Carat China, was named the Greater China Agency Head of the Year while Santosh Padhi, Chief Creative Officer and a co-founder of Taproot India, was named the South Asia Creative of the Year.

Australia/New Zealand:

- **Australia Digital Agency of the Year**

Gold: Isobar Australia

Greater China

- **Greater China Digital Agency of the Year**

Winner: Isobar

- **China Digital Agency of the Year**

Gold: Isobar China Group

- **Taiwan Digital Agency of the Year**

Gold: Isobar Taiwan

¹ *Campaign Asia-Pacific* is the Asia-Pacific edition of *Campaign*, a UK magazine that introduces the latest trends in the advertising, media, digital and direct marketing industries. It began as *Media* magazine, launched in the early 1970s to report on the emerging media and marketing industry in the Asia-Pacific region, and was acquired by Haymarket Publishing, the publisher of *Campaign*, in 2000.

- **China Media Agency of the Year**
Bronze: Carat China
- **Hong Kong, Macau Media Agency of the Year**
Bronze: Dentsu Media Hong Kong
- **Taiwan Media Agency of the Year**
Gold: Carat Taiwan

Japan/Korea

- **Japan Digital Agency of the Year**
Gold: Isobar Japan
- **Korea Digital Agency of the Year**
Gold: Isobar Korea
- **Korea Media Agency of the Year**
Gold: Carat Korea
Silver: Dentsu Media Korea

Southeast Asia:

- **Malaysia Digital Agency of the Year**
Bronze: Isobar Malaysia
- **Singapore Digital Agency of the Year**
Silver: Isobar Singapore
- **Thailand Digital Agency of the Year**
Silver: Isobar Thailand
- **Indonesia Media Agency of the Year**
Silver: Dentsu Media Group Indonesia
- **Malaysia Media Agency of the Year**
Silver: Vizeum Malaysia
Bronze: Carat Malaysia
- **Thailand Media Agency of the Year**
Bronze: Carat Thailand
- **Vietnam Media Agency of the Year**
Silver: Dentsu Media Vietnam
- **Southeast Asia Specialist Agency of the Year**
Bronze: iProspect Singapore

South Asia:

- **India Creative Agency of the Year**

Bronze: Taproot India

- **India Media Agency of the Year**

Bronze: Carat India

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