

FOR IMMEDIATE RELEASE

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Dentsu Named Advertising Agency of the Year, Network of the Year, and Interactive Agency of the Year at ADFEST 2014

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) was named Advertising Agency of the Year¹, Network of the Year, and Interactive Agency of the Year at the 17th Asia Pacific Advertising Festival (ADFEST 2014) held from March 6 to 8 in Pattaya, Thailand.

Dentsu Inc. received the top award, the Grande Lotus, in the Film, Interactive, Promo, Design, and Integrated categories, and, together with other Dentsu Group companies, won five Gold Lotuses, sixteen Silver Lotuses, nineteen Bronze Lotuses and one INNOVA Lotus award for a total of 46 awards across twelve categories.

Film Lotus:	1 Grande, 3 Silver, and 9 Bronze
Press Lotus:	1 Bronze
Outdoor Lotus:	1 Gold, 2 Silver, and 2 Bronze
Radio Lotus:	1 Bronze
Interactive Lotus:	1 Grande, 4 Silver, and 1 Bronze
Direct Lotus:	1 Gold
Promo Lotus:	1 Grande, 1 Gold, 1 Silver, and 1 Bronze
Design Lotus:	1 Grande, 5 Silver, and 1 Bronze
Film Craft Lotus:	1 Silver and 3 Bronze
Media Lotus:	2 Gold
Integrated Lotus:	1 Grande
INNOVA Lotus:	1 INNOVA Lotus

¹ Dentsu Inc. was named Advertising Agency of the Year in 2011 and 2012; Dentsu Group company Taproot India Communication Pvt. Ltd was named Advertising Agency of the Year in 2013.

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 3,253 entries for awards in 17 categories: Film, Press, Outdoor, Radio, Interactive, Mobile, Direct, Promo, Design, Print Craft, Film Craft, New Director, Media, Effective, Integrated, INNOVA, and Lotus Roots.

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Advertising Agency of the Year



Network of the Year



Interactive Agency of the Year



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