

FOR IMMEDIATE RELEASE  
May 26, 2014

**Ajinomoto Co., Inc. Wins  
Dentsu Advertising Grand Award  
—67th Dentsu Advertising Award Winners Announced—**

Ajinomoto Co., Inc. was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 67th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This was the first time that Ajinomoto has garnered the Dentsu Advertising Grand Award.

The winners of the top awards at the 67th Dentsu Advertising Awards are listed below.

<b>Dentsu Advertising Grand Award</b>	Ajinomoto Co., Inc.
<b>Dentsu Advertising Awards</b>	
<b>Newspaper</b>	East Japan Railway Company
<b>Magazine</b>	Ajinomoto Co., Inc.
<b>Radio</b>	Nippon Broadcasting System, Inc.
<b>Television</b>	The Nation's 47 Prefectures and 20 Ordinance-Designated Cities
<b>Outdoor</b>	Seiyu GK
<b>Digital</b>	Ebara Foods Industry, Inc.
<b>Sales Promotion</b>	Kumamoto Prefecture
<b>Integrated Campaign Award</b>	Suntory Holdings Limited
<b>Dentsu Advertising Awards Special Award</b>	Honda Motor Co., Ltd.

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened on Friday, May 23, 2014 at the Imperial Hotel in Tokyo. Dentsu Advertising Award and Outstanding Award winners were selected in the seven categories of Newspaper Advertising, Magazine Advertising, Radio Advertising, Television Advertising, Outdoor Advertising, Digital Advertising and Sales Promotion Advertising, while Excellence Awards were also given in the six categories of Newspaper Advertising, Magazine Advertising, Radio Advertising, Television Advertising, Outdoor Advertising and Digital

Advertising. Also announced were the recipients of the Integrated Campaign Award and the Dentsu Advertising Awards Special Award.

Outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido was recognized through the Area Advertising Award and Area Advertising Associate Award.

The winners were selected from among advertisements that ran between April 1, 2013 and March 31, 2014. A total of 1,654 entries were submitted to the Screening Committee, with 370 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in April 2014. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 19 to 22, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 23, 2014 for determination of the final award winners. A total of 64 prizes were awarded.

The awards will be presented at the 67th Dentsu Advertising Awards Ceremony, to be held on July 1, 2014 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

All of the award-winning advertising works will be exhibited at the Advertising Museum Tokyo in Shiodome, Tokyo from Friday, July 18 to Sunday, August 24, 2014.

### **<About the Dentsu Advertising Awards>**

The Dentsu Advertising Awards were established in 1947 for the purpose of raising the standard of advertising planning and creativity in Japan. Awards are presented to advertisers who have contributed to progress in the advertising field by conducting superior planning and employing superior techniques in their advertising work during the previous year. The awards are referred to as the "Grand Prix" of Japan's advertising industry, and it is said that "the history of the Dentsu Advertising Awards is the history of postwar Japanese advertising creativity."

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization chaired by Mr. Takashi Imai. The Screening Committee, which currently has 514 members from various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

### **<Changes Effective from This Year>**

- The Poster Advertising Award has been renamed the Outdoor Advertising Award; the Internet Advertising Award renamed the Digital Advertising Award; and the Promo & Direct Advertising Award renamed the Sales Promotion Advertising Award.

- Campaigns that connect consumers with brands and companies through the integration of new techniques in multiple media channels are eligible for the newly created Integrated Campaign Award.
- The Dentsu Advertising Associate Awards (Newspaper Advertising and Television Advertising categories only) have been discontinued.

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Contact: Shusaku Kannan  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)