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Dentsu Wins the Titanium Grand Prix at the Cannes Lions International Festival of Creativity 2014

–Also wins the Health and Wellness Grand Prix at the inaugural Cannes Lions Health Festival–

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 were awarded a total of thirty-four Lions (the Titanium Grand Prix for “Sound of Honda / Ayrton Senna 1989” as well as eleven Gold, nine Silver, twelve Bronze and an Innovation Lion) in thirteen categories at the 61st Cannes Lions International Festival of Creativity (Cannes Lions 2014) held from June 15 to 21 in Cannes, France.

This year the festival recorded 37,427 entries from a record ninety-seven countries and territories for awards across seventeen categories: Branded Content & Entertainment, Creative Effectiveness, Cyber, Design, Direct, Film Craft, Film, Innovation, Media, Mobile, Outdoor, PR, Press, Promo & Activation, Radio, Titanium and Integrated, and the new Product Design category.

Dentsu Group companies won the following Lions:

Branded Content & Entertainment:	One Silver
Cyber:	Two Gold, two Silver
Design:	Three Gold, three Silver, five Bronze
Direct:	One Gold, one Silver
Film Craft:	One Gold, one Bronze
Film:	One Gold, one Bronze
Innovation:	One Innovation
Media:	Two Bronze
Mobile:	One Silver, One Bronze
Outdoor:	One Gold, One Bronze
PR:	One Gold, One Bronze
Promo & Activation:	One Gold, one Silver
Titanium and Integrated:	Titanium Grand Prix

Dentsu was also named the runner-up in the Agency of the Year contest, and the Dentsu Group accrued the third-highest number of points in the APAC Regional Network of the Year contest. In addition, Dentsu Group companies were credited as the Media Agency for a further twenty-seven Lions (two Gold, six Silver and nineteen Bronze).

In the Young Lions Competitions (Print, PR, Media, Cyber, Design, Film and Young Marketers categories), the Dentsu duo who participated in the Print category garnered a Gold Lion.

Dentsu also won the Health and Wellness Grand Prix for "Mother Book" as well as two Gold Lions at the inaugural Cannes Lions Health Festival which honors the best in creative healthcare communications and was held on June 13 and 14.

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