

FOR IMMEDIATE RELEASE

October 1, 2014

Dentsu Named Agency of the Year at the Spikes Asia Festival of Creativity 2014

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu was named Agency of the Year at the Spikes Asia Festival of Creativity 2014 held from September 23 to 26 in Singapore.



Dentsu also won four Grands Prix for "Sound of Honda / Ayrton Senna 1989" for Honda Motor Co., Ltd. in the Digital, Film, Outdoor and Promo & Activation categories, and a further Grand Prix for "Mother Book" for Kishokai Medical Corporation in the Design category, while Dentsu Young & Rubicam Inc. was awarded a Grand Prix for "Banana Trophy" for Dole Japan, Inc. in the PR category.

Dentsu Group companies also won thirteen Gold Spikes, eighteen Silver Spikes and twenty-four Bronze Spikes across thirteen of the eighteen categories.

Branded Content & Entertainment:	2 Gold
Design:	1 Grand Prix, 2 Gold, 2 Silver, 3 Bronze
Digital:	1 Grand Prix, 3 Gold, 2 Silver, 3 Bronze
Direct:	1 Gold, 3 Silver, 1 Bronze
Film:	1 Grand Prix, 1 Silver, 4 Bronze
Film Craft:	1 Silver, 2 Bronze
Healthcare:	1 Gold, 1 Silver, 1 Bronze
Media:	2 Gold, 1 Silver, 3 Bronze
Mobile:	1 Bronze
Outdoor:	1 Grand Prix, 2 Silver, 3 Bronze
PR:	1 Grand Prix, 1 Gold, 1 Silver, 2 Bronze
Promo & Activation:	1 Grand Prix, 1 Gold, 2 Silver, 1 Bronze
Radio:	2 Silver

Dentsu (the Dentsu Japan network) also placed third in the Network of the Year competition, and Dentsu Creative X Inc. came in third for the Spikes Palm award for the best production company. In addition, Dentsu Group company Mitchell & Partners Melbourne was credited as the Media Agency for a further eight Spikes (two Grands Prix, one Gold, four Silver and one Bronze across four categories).

Spikes Asia Festival of Creativity

The Spikes Asia Festival of Creativity, the result of a collaboration between the Lions Festivals, organizers of Cannes Lions, Dubai Lynx and Eurobest, and Haymarket Media Limited, publisher of Campaign Asia-Pacific, celebrates creative excellence in the Asia-Pacific region. This year the festival recorded 4,984 entries for awards in 18 categories: Branded Content & Entertainment, Creative Effectiveness, Design, Digital, Direct, Film, Film Craft, Healthcare, Innovation, Integrated, Media, Mobile, Outdoor, PR, Print, Print & Poster Craft, Promo & Activation, and Radio.

#####

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