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## **Dentsu Claims Second Place in The Gunn Report's "Most Awarded Agencies in the World in 2014" Rankings**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that the Company took second place in The Gunn Report's<sup>1</sup> "Most Awarded Agencies in the World in 2014" rankings that were announced on January 29. Dentsu also came in second in the "Most Awarded Agencies in Digital in the World in 2014" rankings.

The "Sound of Honda / Ayrton Senna 1989" campaign that Dentsu created for advertiser Honda Motor Co., Ltd. was named the "Most Awarded Campaign Across All Gunn Report Media in 2014" and also topped the "Most Awarded Digital Ads in the World in 2014" rankings.

Since The Gunn Report is regarded as the most prestigious report on creativity in the world, it can be said that these results are a testament to the heights of Dentsu's creativity.

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<sup>1</sup> The Gunn Report, created by Donald Gunn in 1999, is an annual global ranking of winners compiled from lists of the major advertising industry awards.