

FOR IMMEDIATE RELEASE

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Dentsu Creative Director Kaoru Sugano Named "Creator of the Year" for 2014

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Kaoru Sugano, a Dentsu creative director and creative technologist, has been named the 2014 Creator of the Year by the Japan Advertising Agencies Association (Chairman: Tatsuyoshi Takashima; hereinafter "JAAA").

The purpose of this annual award, which was established in 1989, is to publicly recognize the most outstanding work produced by a creative professional from any of the Association's member companies. This was the 26th time that the Creator of the Year award has been presented, and the 24th time that a Dentsu creative has won this award.

Sugano's work as a creative technologist was first recognized by the advertising industry in 2012 when he received one of the two JAAA Special Jury Awards. In the two years since, he has freely fused data with technology, further developing techniques to bring new excitement into people's lives. As the latest recipient of the Creator of the Year award, Sugano has carved a place for himself in history.

Profile of Kaoru Sugano



Sugano joined Dentsu Inc. in April 2002, and is 37 years old. As a creative director and creative technologist in Dentsu's Communication Design Center, he is engaged in a wide range of services that focus on technology and creative expression such as research and development work on data analysis technology, the development of products and services for both local and global clients, and the planning and production of advertising campaigns.

"I believe that we are fortunate to live in an age in which we can put together a team of wonderful, talented individuals to address a major challenge and accomplish what we set out to

do. When I consider all the work in which I am involved, there is not a single case in which I can do everything on my own. Looking toward the future, I would like to devote myself to making a larger contribution to my team, clients and society as a whole in every sense of the word," said Sugano.

Major Awards

- Cannes Lions Titanium Grand Prix
- D&AD Black Pencil
- London International Awards Grand Prix
- One Show Automobile Advertising of the Year Award
- Spikes Asia Grand Prix
- ADFEST Grande Lotus
- ACC Grand Prix
- Tokyo Interactive Ad Awards Grand Prix
- Japan Media Arts Festival Grand Prize
- Prix Ars Electronica Honorary Mention and several advertising, design, art and other awards worldwide

Main Creative Works

- Internavi "Sound of Honda / Ayrton Senna 1989" for Honda Motor Co., Ltd.
- Internavi "RoadMovies" for Honda Motor Co., Ltd.
- "SAYONARA National Stadium FINAL 'FOR THE FUTURE'" for the JAPAN SPORT COUNCIL
- "Let's Update the World" (translation of the Japanese title) for the JAPAN SPORT COUNCIL
- "Perfume Project" for Amuse Inc. and UNIVERSAL MUSIC LLC
- "Fencing Visualized Project" for Olympic medalist Yuki Ota

In addition to Sugano receiving the Creator of the Year award, Sohei Okano, a television commercial planner in the Communication Design Center at Dentsu Inc., was named one of the six Creator of the Year medalists.

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