

FOR IMMEDIATE RELEASE

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## **Dentsu Wins Twenty-One Lions at the Cannes Lions International Festival of Creativity 2015**

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 (Dentsu Inc., Isobar (Italy), mcgarrybowen (UK), NBS, Taproot Dentsu and 360i) were awarded a total of twenty-one Lions (three Gold, five Silver and thirteen Bronze) at the 62nd Cannes Lions International Festival of Creativity (June 21–27), Lions Health Festival (June 19–20) and the inaugural Lions Innovation Festival (June 25–26) held in Cannes, France. This year saw a total number of 40,133 entries received from 94 countries across the three festivals.

The Dentsu Group Gold Lion winners were “Get Back Tohoku” for the East Japan Railway Company; “Junior Swimming Championships” for Tokio Marine & Nichido Fire Insurance Co., Ltd.; and “Reviving Legends” for the Japan Sport Council.

### **Cannes Lions International Festival of Creativity**

Cyber:	One Silver, three Bronze
Design:	Two Gold, two Silver, two Bronze
Film:	One Silver
PR:	Two Bronze
Press:	One Bronze
Promo & Activation:	Three Bronze

### **Lions Innovation Festival**

Creative Data:	One Gold, one Silver, one Bronze
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### **Lions Health Festival**

Health & Wellness:	One Bronze
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In addition, Dentsu Group companies (Carat (Detroit, London, Melbourne, San Francisco, Capetown and Istanbul), Carat Interactive (Boston), Innov8 Dentsu Aegis Network (Milan),

and Vizeum (London, Mexico, New York and Oslo), were credited as the Media Agency for a further thirty Lions (five Gold, ten Silver, fourteen Bronze and one Glass) across the three festivals.

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