

FOR IMMEDIATE RELEASE

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Dentsu Wins Thirty-One Lions at the Cannes Lions International Festival of Creativity 2016

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., Carat (London), 360i (New York), Dentsu Young & Rubicam (Tokyo) and Drill (Tokyo)) were awarded a total of thirty-one Lions (one Grand Prix, one Gold, twelve Silver, sixteen Bronze and one Product Design) at the 63rd Cannes Lions International Festival of Creativity (June 18–25), Lions Health Festival (June 18–19), Lions Innovation Festival (June 21–22) and the inaugural Lions Entertainment Festival (June 23–24) held in Cannes, France. This year saw a total number of 43,101 entries received from around 90 countries across the four festivals.

The Dentsu Group Grand Prix Lion winner was “Life is electric” for Panasonic Corporation, and the Gold Lion winner was “WORLD TABLE TENNIS CHAMPIONSHIPS 2015” for TV TOKYO Corporation.

Cannes Lions International Festival of Creativity

Cyber:	Two Silver, one Bronze
Design:	One Grand Prix, one Gold, six Silver, one Bronze
Direct:	One Bronze
Film:	One Silver
Film Craft:	One Bronze
Media:	One Silver, one Bronze
Mobile:	One Silver, one Bronze
Outdoor:	Three Bronze
PR:	Two Bronze
Product Design:	One Product Design

Lions Health Festival

Pharma:	Three Bronze
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Lions Innovation Festival

Creative Data:	One Silver, two Bronze
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Dentsu team with the Grand Prix Design Lion



Dentsu art director holding the Gold Design Lion

In addition, Dentsu Group companies (Carat (Auckland, London and San Francisco), Dentsu Aegis Network (London) and 360i (Chicago) were credited as having a Media Placement role in a further thirty-two Lions (one Grand Prix, eight Gold, thirteen Silver and ten Bronze) across the four festivals.

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