

FOR IMMEDIATE RELEASE

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## **Dentsu Inc. Group Creative Director Kaoru Sugano Named "Creator of the Year" for 2016**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Kaoru Sugano, a group creative director (GCD) and creative technologist in Dentsu Inc., has been named the 2016 Creator of the Year by the Japan Advertising Agencies Association (Chairman: Tadashi Ishii; 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 28th time that the Creator of the Year award has been presented and the 26th time that a Dentsu creative has won this award.

Sugano GCD was tasked with producing the "Tokyo 2020 Presentation at the Olympic Flag Handover Ceremony" at the "Rio 2016 Games Closing Ceremony" where people from over 200 countries and regions worldwide simultaneously watched the event, and this occasion "marked precisely the creative direction for Japan". This is the second time the Creator of the Year award has been bestowed on Sugano following 2014.

Matoko Shinohara, a creative director and television commercial planner in Dentsu's Creative Planning Division 3 was named one of the 7 Creator of the Year Medalists.

### **Profile of Kaoru Sugano**



Sugano is CDC/Dentsu Lab Tokyo group creative director and creative technologist.

"It is truly a great honor to have been selected for this award.

Once again I would like to pay tribute to the wonderful team of talented individuals who together address a major challenge and accomplish what we set out to do. When I consider all the work in which I am involved, I recognize my weak points and the inability at times to achieve all that I wish to accomplish. Looking toward the future, I would like to devote myself to becoming a stronger individual, someone who wants others to work together with him."

### **Main Creative Works**

- Making of Bjork Digital / Bjork/One Little Indian Records
- Bjork "Quicksand Music Video/Bjork One Little Indian Records
- Brian Eno's The Ship – A Generative Film/BEATINK/WarpRecords
- Movie "Godzilla Resurgence" promotion/ Generator Content "Godzilla Resurgence" Toho Co. Ltd.
- "Perfume Project" for Amuse Inc. and UNIVERSAL MUSIC LLC
- HEATTECH x Perfume/UNIQLO Co., Ltd/ amuse Inc.
- Dentsu Lab Tokyo Creative Works/Dentsu Inc.

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