

FOR IMMEDIATE RELEASE

May 30, 2017

**Otsuka Pharmaceutical Co., Ltd. Wins  
Dentsu Advertising Grand Award for the Second  
Consecutive Year  
—70th Dentsu Advertising Award Winners Announced—**

Otsuka Pharmaceutical Co., Ltd. was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 70th Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This is the second consecutive year that Otsuka Pharmaceutical Co., Ltd. has received the Dentsu Advertising Grand Award.

The winners of the top awards at the 70th Dentsu Advertising Awards are listed below.

**Dentsu Advertising Grand Award** Otsuka Pharmaceutical Co., Ltd.

**Dentsu Advertising Awards**

<b>Newspaper</b>	Iwate Nippo Co., Ltd.
<b>Magazine</b>	Imperial Hotel, Ltd.
<b>Radio</b>	Dainihon Jochugiku Co., Ltd.
<b>Television</b>	Otsuka Pharmaceutical Co., Ltd.
<b>Out-of-Home Media</b>	Yahoo Japan Corporation
<b>Digital Media</b>	Ezaki Glico Co., Ltd.

**Activation Planning** Morinaga & Co., Ltd.

**Innovative Approach** Shiseido Company, Ltd.

**Dentsu Advertising Awards Special Award** Akagi Nyugyo Company Limited.

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened on Friday, May 26, 2017 at the Imperial Hotel in Tokyo. Winners were selected in the six categories of Newspaper Advertising, Magazine Advertising, Radio Advertising, Television Advertising, Out-of-Home Media Advertising and Digital Media Advertising for the Dentsu Advertising Awards, as well as in the Activation Planning and Innovative Approach categories. Excellence Awards and Outstanding Awards were also selected for all eight categories. Also announced was the recipient of the Special Award.

Outstanding work in advertising in the three regions of Nagoya, Kyushu and Hokkaido was recognized through the Area Advertising Award and Area Advertising Associate Award.

The winners were selected from among advertisements that ran between April 1, 2016 and March 31, 2017. A total of 1422 entries were submitted to the Screening Committee, with 415 of these being considered during the final selection phase.

Regional screenings were conducted in the five areas of Tokyo, Osaka, Nagoya, Kyushu and Hokkaido beginning in April 2017. The works selected during this initial process were then narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 19 to 25, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 26, 2017 for determination of the final award winners. A total of 64 prizes were awarded.

The awards will be presented at the 70th Dentsu Advertising Awards Ceremony, to be held on July 3, 2017 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

As this year marks the Dentsu Advertising Awards 70th anniversary, a new logo has been created to commemorate this milestone. Equating advertisers' business endeavors with "light", the logo conveys that "light" through a melody of colors. The Dentsu Advertising Awards have "renewed the commitment to forging a broader path for crafting solutions for advertisers by honoring superior work."

<The New Logo>



### **About the Dentsu Advertising Awards**

The Dentsu Advertising Awards were established in December 1947 and are the oldest and most comprehensive advertising awards in Japan. In recognizing advertisers who have conducted superior advertising communication during the previous year the awards are committed to broadening solutions for advertisers through the recognition of superior work, while also contributing to the development of Japanese industry, economy and culture.

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization. The Screening Committee, which currently has 500 members from

various regions of Japan, primarily comprises advertisers, media executives, producers and prominent members of the academic, business and cultural communities.

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