

FOR IMMEDIATE RELEASE

December 20, 2017

## **Dentsu Institute to Embark on a New Mission in January 2018**

Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Toshihiro Yamamoto, capital: 74,609.81 million yen) announced today that in January 2018 it will reorganize its in-house think tank Dentsu Institute (Managing Director: Yoshito Maruoka) to undertake a new mission that strives to provide a marketing and communications forum that can promote and strengthen a dynamic society.

Dentsu Institute considers that venues, where concerned individuals can gather to discuss fully the deeper issues related to society, are as yet too limited. Moreover, the Institute maintains that only through first identifying and then sharing a variety of viewpoints on these issues will solutions finally be reached for the problems specific to contemporary society today, and which until now objective answers have been difficult to achieve.

Therefore, Dentsu has appointed 15 specialists from within and outside of the Company as Dentsu Institute fellows who will contribute to promoting and strengthening a dynamic society by providing a forum for them in which to engage in free and healthy exchanges of ideas. The results of the discussions will be reflected in the dissemination of information, proposals, and actual implementation by the fellows themselves, and will be announced through symposiums organized by the Dentsu Institute.

### **Profile of Dentsu Institute**

1. Organization Name:

Dentsu Institute

2. Major Themes of Activities:

Media reliability and its social roles contributing to a dynamic society

Marketing and business activities in a society with a shrinking population

3. Fellows (in alphabetical order of surname):

<u>Name</u>	<u>Title and Organization</u>
Yuichi Arizono	CEO, zonari, LLC Visiting Executive Consultant, Dentsu Digital Inc.
Osuke Fukada	Marketing Communication Planner, Dentsu Digital Inc.
Motoko Imada	CEO, Founder, Infobahn Inc.
Hidetoshi Kuranari	Creative Director, Dentsu B Team, Dentsu Inc.
Yoshito Maruoka	Managing Director, Dentsu Institute
Norio Murakami	Ex-Vice President, Google Inc.
Susumu Namikawa	Co-Chief Creative Officer, Dentsu Digital Inc.
Yasuharu Okamoto	CEO, Directus Inc.
Ritsuya Oku	Dentsu Media Innovation Lab, Dentsu Inc.
Osamu Sakai	Copywriter/Media Consultant
Toshinao Sasaki	Writer/Journalist
Yasufumi Shibantai	Professor, Faculty of Communication Studies, Tokyo Keizai University
Minako Suematsu (Kambara)	CEO, News2u Holdings Corporation
Motohiko Tokuriki	CMO, Agile Media Network Inc./Blogger
Natsuhiko Ujiie	Media Consultant/Member of the Editorial Board, GALAC Ex-President, TBS Media Research Institute Inc.

#####

Contact: Shusaku Kannan  
 Managing Director, Corporate Communications Division  
 Telephone: (813) 6216-8042  
 E-mail: s.kannan@dentsu.co.jp