

FOR IMMEDIATE RELEASE

March 14, 2018

## **Dentsu's Yusuke Sato Named "Creator of the Year" for 2017**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Yusuke Sato, from Creative Planning Division 5 in Dentsu Inc., has been named the 2017 Creator of the Year by the Japan Advertising Agencies Association (President: Junji Narita; 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 29th time that the Creator of the Year award has been presented and the 27th time that a Dentsu creative has won this award.

Looking over the past year, Sato has been credited with the development of integrated marketing communications through TV commercials, web content and live marketing that contributed notably to the deep, rich quality of a number of iconic brands. Accordingly, over the year he was regarded the most talked about creator and was the clear favorite for this year's Creator of the Year.

In addition to the Creator of the Year Award, for the first time in five years, the JAAA announced that the Special Jury Award was presented to Masayuki Furukawa (GCD, Marketing & Creative Center, Dentsu Inc., Kansai).

### **Profile of Yusuke Sato**



Sato is a CM Planner/Copy Writer in Creative Planning Division 5, Dentsu Inc.

"It is a great honor to have been selected for this award, and I am truly grateful to the many wonderful people who have worked together with me. I give you my word that I will make every effort to persevere along this track that I am on. With this award I want to create advertising that will inspire teenagers to turn around and perhaps take a look. And who knows, but I hope, like me, they will dip their feet into the advertising world. The fact is, when I was a teenager I fell in love with advertising and I am very glad I jumped in."

**Main Creative Works**

- Nissin Food Products Co., Ltd./Cup Noodle/Nissin Yakisoba U.F.O.
- Otsuka Pharmaceutical Co., Ltd./POCARI SWEAT
- Marukome Co., Ltd/"World's First Kawaii Miso Soup" "DJ MARUKOME"
- Kirin Company, Limited/ KIRIN FANZONE
- Sony Interactive Entertainment Inc./Play Station 4

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