

FOR IMMEDIATE RELEASE
 May 29, 2018

**NTT DOCOMO, INC. Wins
 Dentsu Advertising Grand Award
 —71st Dentsu Advertising Award Winners Announced—**

NTT DOCOMO, INC. was named the winner of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 71st Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This marks the first time NTT DOCOMO, INC. has received the Dentsu Advertising Grand Award.

Beginning this year Radio Advertising Award and Television Advertising Award have been changed to Audio Advertising Award and Film Advertising Award respectively, in line with the expanded reach of their applications across a number of platforms.

The winners of the top awards at the 71st Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award	NTT DOCOMO, INC.
Dentsu Advertising Awards	
Newspaper	THE HOKKOKU SHIMBUN
Magazine	Ajinomoto Co., Inc.
Audio	Dainihon Jochugiku Co., Ltd.
Film	NTT DOCOMO, INC.
Out-of-Home Media	NTT DOCOMO, INC.
Digital Media	Yahoo Japan Corporation
Activation Planning	Beppu City, Ōita Prefecture
Innovative Approach	Bascul Inc.
Dentsu Advertising Awards Special Award	Beppu City, Ōita Prefecture

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened on Friday, May 25, 2018. Winners were selected in the six categories of Newspaper Advertising, Magazine Advertising, Audio Advertising, Film 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, 2017 and March 31, 2018 (selections for Activation Planning were carried out between March 1, 2017 and March 31 2018). A total of 1448 entries were submitted to the Screening Committee, with 434 of these being considered during the final selection phase.

The works selected during this initial process were narrowed down at a meeting of the National Final Selection Committee held in Tokyo from May 18 to 25, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 25, 2018 for determination of the final award winners. A total of 61 prizes were awarded.

The awards will be presented at the 71st Dentsu Advertising Awards Ceremony, to be held on July 2, 2018 at the Pamir International Convention Center in the Grand Prince Hotel New Takanawa, Tokyo.

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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