

FOR IMMEDIATE RELEASE

March 27, 2019

Dentsu Won Network of the Year at ADFEST 2019 for Third Year Running

Dentsu was crowned Network of the Year for the third year in a row with 45 Lotuses at ADFEST 2019^{*1} held from March 20 to 23 in Pattaya, Thailand.

Dentsu Inc. was awarded Agency of the Year for the seventh time, while Group company BWM Dentsu Sydney was selected Digital Agency of the Year, which recognizes outstanding results in the digital field.



ADFEST 2019 Dentsu Group Award Highlights:

- Lotus Grande for Humanity for BWM Dentsu Sydney
- Grande in the Brand Experience & Engagement Lotus for Dentsu Inc.
- A Lotus Roots for Dentsu Inc.
- An Innova Lotus for BWM Dentsu Sydney
- An Assistant Director of Dentsu Creative X Inc. received a Commendation in the Fabulous Five competition
- In addition to the above, the Dentsu Group also garnered 8 Gold, 11 Silver and 21 Bronze awards

Yuya Furukawa, Chief Creative Officer at Dentsu Inc. said: "If there is a project that is in need of an idea, no matter where in the world and what kind of project, we can produce the best results with our diverse creativity. And that, of course, is not limited to just advertisements. This is what we have proven. Thanks to everyone's efforts, we are evolving into an ideal global network."

Ted Lim, Chief Creative Officer at Dentsu APAC said "This did not seem possible five years ago. Dentsu was not a creative force to be reckoned with outside of Japan. But with talent, passion and determination, we made the impossible possible. Together with Dentsu Japan, Dentsu creative agencies in the Asia-Pacific won AdFest Network of the Year 2017, 2018 and 2019. A historic treble that proves we are stronger together. WE MADE IT REAL as ONE DENTSU."

Note:

※1: ADFEST was established in 1998 to focus on creative work in the Asia Pacific region, and has since built a reputation as one of the most prestigious advertising festivals in the world. According to the president of ADFEST, this year's festival welcomed more than 1,100 delegates from 63 cities and received 2,539 entries.

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