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## **Dentsu Acquires Global Format Marketing and Sponsorship Sales Rights for *Suke Suke Exhibition—A look inside the world—***

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen), has acquired global format marketing<sup>1</sup> and sponsorship sales rights outside of Japan for the *Suke Suke Exhibition—A look inside the world—* as it focuses on providing content combining education and entertainment.

Many of the mechanisms that support our convenient, modern lifestyles or are located within the bodies of humans or animals escape our knowledge because they cannot be seen from the outside. Precisely for this reason, the *Suke Suke Exhibition* was created to encourage interest in the hidden mechanisms and inner contents of the world and nurture inquisitive minds. *Sukeru* (to see through) is the keyword of this exhibition, which allows visitors to experience these hidden mechanisms and inner contents through a variety of imaging techniques, such as holograms, scrim projection, polarized monitors and interactive technologies, and analog methods utilizing models and our five senses.

This exhibition was held<sup>2</sup> in the City of Fukuoka from July 14 through September 24, 2018 and attracted 85,000 visitors. It has received high accolades for its quality and was also chosen as a jury selection in the Entertainment Division of the 22nd Japan Media Arts Festival, which was announced on March 1, 2019.

Recognizing the tremendous success of this exhibition, Dentsu has decided to widely expand it overseas. Moving forward, Dentsu will collaborate with Group companies overseas, using and applying its format marketing and sponsorship sales rights to provide services that create and maximize marketing opportunities for companies, educational institutions and entertainment facilities in a number of countries.

Notes:

1. A form of marketing that entails sharing the concept, design and data of an exhibition in order to conduct local production abroad.
2. Sponsored by the Fukuoka City Science Museum, The Nishinippon Shimbun Co., Ltd. and RKB Mainichi Broadcasting Corporation; Planned and produced by KOO-KI Co., Ltd.



Poster and displays at the *Suke Suke Exhibition—A look inside the world—*

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Official site of *Suke Suke Exhibition—A look inside the world—* (Japanese only)

<https://sukesuke.jp/>

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