

FOR IMMEDIATE RELEASE
 May 28, 2019

**Panasonic Corporation and FUKUSHIMA-MINPO CO., LTD.
 Win Dentsu Advertising Grand Award
 —72nd Dentsu Advertising Award Winners Announced—**

Panasonic Corporation and FUKUSHIMA-MINPO CO., LTD. were named the co-winners of the Dentsu Advertising Grand Award, taking the highest honor in the Japanese advertising industry. The recipients of the 72nd Dentsu Advertising Awards were announced by the Dentsu Advertising Awards Screening Committee, an independent body. This is the first time two companies have been chosen for the Dentsu Advertising Grand Award.

Beginning this year the categories of Newspaper and Magazine have been combined and changed to Print Advertising, and Digital Media has been changed to Digital Communications.

The winners of the top awards at the 72nd Dentsu Advertising Awards are listed below.

Dentsu Advertising Grand Award	Panasonic Corporation FUKUSHIMA-MINPO CO., LTD.
Dentsu Advertising Awards	
Print Advertising	TAKARAJIMASHA, Inc.
Audio Advertising	Dainihon Jochugiku Co., Ltd.
Film Advertising	Sogo & Seibu Co., Ltd.
Out-of-Home Advertising	NTT DOCOMO, INC.
Digital Communication	Panasonic Corporation
Activation Planning	FUKUSHIMA-MINPO CO., LTD.
Innovative Approach	Japan Philharmonic Orchestra

Dentsu Advertising Awards Special Award Japan Philharmonic Orchestra

The final selections were made at the General Meeting of the Dentsu Advertising Awards Screening Committee, which convened on Friday, May 24, 2019. Winners were selected in the five categories of Print Advertising, Audio Advertising, Film Advertising, Out-of-Home Advertising and Digital Communication 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, 2018 and March 31, 2019 (selections for Activation Planning were carried out between March 1, 2018 and March 31, 2019). A total of 1,424 entries were submitted to the Screening Committee, with 412 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 14 to 23, and these were then presented at the General Meeting of the Dentsu Advertising Awards Screening Committee on May 24, 2019 for determination of the final award winners. A total of 57 prizes were awarded.

The awards will be presented at the 72nd Dentsu Advertising Awards Ceremony, to be held on July 1, 2019 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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Contact: Shusaku Kannan

Executive Communications Director

Corporate Communications Division

Telephone: +81 (3) 6216-8042

E-mail: s.kannan@dentsu.co.jp