

FOR IMMEDIATE RELEASE

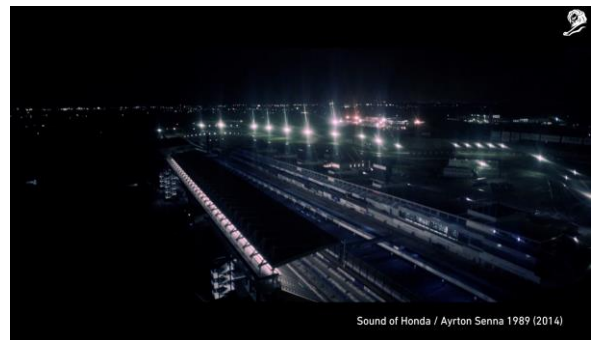
June 25, 2020

Dentsu Awarded Regional Agency of the Decade – Asia at Cannes Lions

Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Igarashi; Capital: 10,000 million yen) announced today that the Company had been awarded Regional Agency of the Decade – Asia at Cannes Lions 2020. The award was announced in the Lions Creativity Report of the Decade on Lions Live*.



Panasonic Corporation
"Life is Electric"
(Grand Prix – 2016 Design Lions)



Honda Motor Co., Ltd.
"Sound of Honda/Ayrton Senna 1989"
(Grand Prix – 2014 Titanium Lions)

The Lions Creativity Report of the Decade recognizes and celebrates those that have performed to a level of consistent creative excellence based on the number of Cannes Lions the recipient was awarded over the past 10 years, from 2010 to 2019, and applauds a body of work that has made those recipients the most creative companies in the world.

The report comprises 12 categories of awards. Year upon year Dentsu has garnered numerous Lions awards in a wide range of categories, including Design Lions, Media Lions, Creative Data Lions and Titanium Lions, which honors the most innovative ideas within a new period. As a result, the Company was selected as Regional Agency of the Decade – Asia, thereby recognizing Dentsu as the most creative agency in Asia for 10 years.

The 12 Categories Comprising the Lions Creativity Report of the Decade

Holding Company of the Decade

Network of the Decade

Agency of the Decade

Independent Agency of the Decade

Palme d'Or of the Decade

Regional Agency of the Decade – North America

Regional Agency of the Decade – Latin America

Regional Agency of the Decade – Asia

Regional Agency of the Decade – Pacific

Regional Agency of the Decade – Europe

Regional Agency of the Decade – MEA

Brand Marketer of the Decade

* Lions Live is an online event organized for the first time in 2020. Under the theme of "Creativity Matters", the event features an array of online keynote speeches, themed videos and talks from around the world, in addition to access to an archive of over 200,000 pieces of work and 1,600 past festival talks.

#####

Contact | Media-related enquiries: Corporate Communications Division

E-mail: global.communications@dentsu.co.jp