

FOR IMMEDIATE RELEASE

December 18, 2020

73rd Dentsu Advertising Awards Preannouncement of Certain Award-winning Works All Works to Be Announced in Spring 2021

Some of the 73rd Dentsu Advertising Award winners have been decided. They are recipients of the SDGs Special Award; the Dentsu Advertising Award in the Area Activity Category; as well as Area Advertising Awards and Area Advertising Associate Awards for the Nagoya, Kyushu, and Hokkaido regions. The award winners are as follows.

SDGs Special Award

TOKAI TELEVISION BROADCASTING CO., LTD.

Dentsu Advertising Award (Area Activity Category)

JAPAN PARK & RESORT

Nagoya Area Advertising Award

Nagoya Railroad Co., Ltd.

Kyushu Area Advertising Award

Kumamoto City

Hokkaido Area Advertising Award

Japan Broadcasting Corporation Sapporo Station Regional Headquarters

Hokkaido Broadcasting Co., Ltd.

The Sapporo Television Broadcasting Co., Ltd.

Hokkaido Television Broadcasting Co., Ltd.

Hokkaido Cultural Broadcasting Co., Ltd.

Television Hokkaido Broadcasting Co. LTD.

The Dentsu Advertising Awards are announced each May, but this year the selection process was postponed due to COVID-19. Screening was switched to an online process.

As determinations are ongoing, top honors in the other categories and the Grand Awards will be announced in March 2021.

Advertisement eligibility screening was done between April 1, 2019 and March 31, 2020. The Dentsu Advertising Awards Screening Committee received 1,398 works.

With the addition of the new SDGs Special Award, the Dentsu Advertising Awards become Japan's first comprehensive advertising prize having a category focused on the SDGs as its theme. Given the rising profile of the SDGs, the honor is a nod to advertisers wanting to help realize a sustainable society through the use of advertising communications. TOKAI TELEVISION BROADCASTING Co., Ltd. (winner), produced a documentary-style television commercial on the subject of developmental disabilities, which are not well known in society and whose symptoms are difficult to understand from external appearances, in order to inform the public of the actual conditions faced by those affected. This approach was highly evaluated for its earnest effort toward properly spreading awareness of this disorder.

This year, two new categories have been created: Brand Experience and Area Activity. They are in addition to the existing categories of Print Advertising, Audio Advertising, Film Advertising, Out-of-Home Advertising, and Innovative Approach. The two new genres are the product of the reorganization and integration of two categories: traditional Digital Communication and Activation Planning.

Submissions for the 74th Dentsu Advertising Awards will be accepted between March 1 and April 1, 2021. For details, please see the submission guidelines at <https://adawards.dentsu.jp/>. (Japanese only)

About the Dentsu Advertising Awards

The Dentsu Advertising Awards, dating back to December 1947, are Japan's oldest, most comprehensive ad awards. They identify the best advertising communication of advertisers in the previous year, and have two goals. These are to broaden the solutions open to advertisers, by recognizing superior work; and to help develop Japan's industry, economy, and culture.

Selections are made by the Dentsu Advertising Awards Screening Committee, an independent nationwide organization. The committee, made up of 500 members from around Japan, mostly comprises advertisers, media executives, producers, as well as prominent people from academia, the business world, and cultural entities.

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