

FOR IMMEDIATE RELEASE

February 12, 2021

## 73rd Dentsu Advertising Awards Announce All Winners

### Suntory Holdings Limited Wins the Dentsu Advertising Grand Award

The 73rd Dentsu Advertising Awards have been decided, and Suntory Holdings Limited was selected as the winner of the Dentsu Advertising Grand Award. This is Suntory Holdings Limited's 23rd award since the 66th Dentsu Advertising Awards.

The Dentsu Advertising Awards are announced each May, but in 2020 the selection process was postponed due to COVID-19 and screening was switched to an online process. All selections have now been completed and decisions made with regard to the Grand Award and the top awards in each category. The winners of each award are as follows.

<b>Dentsu Advertising Grand Award</b>	Suntory Holdings Limited
<b>Dentsu Advertising Awards</b>	
<b>Print Advertising</b>	TV Asahi Corporation/TOHO CO., LTD.
<b>Audio Advertising</b>	Dainihon Jochugiku Co., Ltd.
<b>Film Advertising</b>	Suntory Holdings Limited
<b>Out-of-Home Advertising</b>	Suntory Holdings Limited
<b>Brand Experience</b>	Shiseido Company, Limited
<b>Area Activity*</b>	JAPAN PARK & RESORT
<b>Innovative Approach</b>	Suntory Holdings Limited

The winners were selected based on advertisements that ran between April 1, 2019, and March 31, 2020, with 1,398 works submitted to the Screening Committee. Each of the above awards was decided in a final selection held online between January 18 and January 29, 2021.

\* The winner of the Area Activity award was finalized last December.

Suntory Holdings Limited received the top award and Silver award for Film Advertising, the top award and Gold award for Out-of-Home Advertising, the top award for Innovative Approach, two Gold awards and one Silver award for Audio Advertising, and the Silver award for Brand Experience in recognition of its excellent achievements in all advertising activities.

### **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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