

FOR IMMEDIATE RELEASE

February 17, 2021

**Dentsu Inc. Named Agency of the Year and
Digital Agency of the Year
Dentsu Wins Network of the year at ADFEST 2020**

Dentsu Inc. was awarded Agency of the Year for the eighth time with 31 Lotus Awards at ADFEST 2020's online award ceremony held on February 15, 2021. The agency also won Digital Agency of the Year, which recognizes outstanding results in the digital field. Dentsu was awarded Network of the Year for the fourth year running.

Dentsu Inc. Award Highlights:

-Total of 31 Lotuses:

3 Grande, 9 Gold, 8 Silver, 9 Bronze, 1 Innova Lotus, 1 Lotus Roots,

-DESIGN LOTUS GRANDE: MORI BUILDING BRAND MOVIE DESIGNING TOKYO

-FILM CRAFT LOTUS GRANDE: MORI BUILDING BRAND MOVIE DESIGNING TOKYO

-INNOVA LOTUS GRANDE: TUNA SCOPE

The number of awards won in each category:

Design Lotus: 1 Grande, 2 Gold, 3 Bronze

Digital Craft Lotus: 1 Gold, 1 Silver, 1 Bronze

Effective Lotus: 1 Gold

Film Craft Lotus: 1 Grande, 2 Gold, 4 Silver

Film Lotus: 1 Bronze

Innova Lotus: 1 Grande, 1 Innova Lotus

Lotus Roots: 1 Lotus Roots

Media Lotus: 2 Bronze

Mobile Lotus: 2 Gold

Outdoor Lotus: 1 Bronze

PR Lotus: 1 Gold, 1 Silver, 1 Bronze

Print & Outdoor Craft Lotus: 2 Silver

Altogether the Dentsu Group garnered 10 Gold, 10 Silver and 14 Bronze awards, 1 Innova Lotus and 1 Lotus Roots,

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Contact:

Media-related enquiries: Corporate Communications Division

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