dentsu

NEWS RELEASE

DENTSU INC.
1-8-1, Higashi-shimbashi, Minato-ku,
Tokyo 105-7001, Japan
http://www.dentsu.com

FOR IMMEDIATE RELEASE
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Dentsu Named Advertising Agency of the Year and Interactive Agency of the Year at ADFEST 2015

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) was named Advertising Agency of the Year and Interactive Agency of the Year at the 18th Asia Pacific Advertising Festival (ADFEST 2015) held from March 19 to 21 in Pattaya, Thailand.

Dentsu Inc. received the top award, the Grande Lotus, in the Design category and, together with other Dentsu Group companies, won four Gold Lotuses, fifteen Silver Lotuses, twenty-two Bronze Lotuses and one Branded Content Lotus for a total of 43 Lotuses across eleven categories.

Film Lotus:	1 Gold, 3 Silver, and 3 Bronze
Outdoor Lotus:	3 Bronze
Interactive Lotus:	3 Silver and 3 Bronze
Mobile Lotus:	2 Bronze
Direct Lotus:	1 Bronze
Promo Lotus:	2 Silver
Design Lotus:	1 Grande, 3 Gold, 2 Silver, and 4 Bronze
Print Craft Lotus:	2 Bronze
Film Craft Lotus:	3 Silver and 3 Bronze
Media Lotus:	2 Silver and 1 Bronze
Branded Content & Entertainment Lotus:	1 Branded Content Lotus

ADFEST was established in 1998 by the Asian Federation of Advertising Associations (AFAA) to focus on creative work in the Asia Pacific region, and has since built a reputation as one of the most prestigious advertising festivals in the world. This year's festival received 3,295 entries for awards in 18 categories: Film, Press, Outdoor, Radio, Interactive, Mobile, Direct, Promo, Design, Print Craft, Film Craft, New Director, Media, Branded Content & Entertainment, Effective, Integrated, INNOVA, and Lotus Roots.

Advertising Agency of the Year



Interactive Agency of the Year



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Contact: Shusaku Kannan
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp