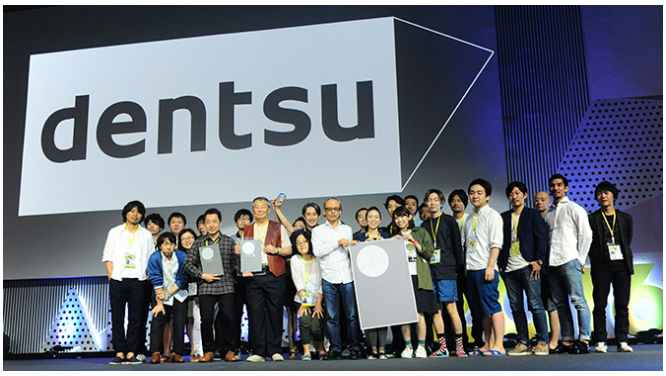
DENTSU INC.
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FOR IMMEDIATE RELEASE
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Dentsu Named Advertising Agency of the Year, Interactive Agency of the Year and Direct & Promo Agency of the Year at ADFEST 2016

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[i] and Interactive Agency of the Year for the third year in a row as well as Direct & Promo Agency of the Year at the 19th Asia Pacific Advertising Festival (ADFEST 2016) held from March 16 to 19 in Pattaya, Thailand.



Dentsu Group companies won one Grande Lotus, ten Gold Lotuses, eighteen Silver Lotuses, nineteen Bronze Lotuses and one Branded Content Lotus for a total of 49 Lotuses across ten categories.

Film Lotus:	1 Grande and 4 Bronze
Press Lotus:	2 Silver and 1 Bronze
Outdoor Lotus:	1 Silver and 2 Bronze
Interactive Lotus:	1 Gold, 3 Silver and 2 Bronze
Direct Lotus:	2 Gold, 2 Silver and 1 Bronze
Promo Lotus:	1 Gold, 1 Silver and 1 Bronze
Design Lotus:	3 Gold, 4 Silver and 5 Bronze
Print Craft Lotus:	1 Gold and 1 Silver
Film Craft Lotus:	1 Gold, 1 Silver and 1 Bronze
Media Lotus:	1 Gold, 3 Silver and 2 Bronze
Branded Content & Entertainment Lotus:	1 Branded Content Lotus

ADFEST was established in 1998 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 3,112 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.

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[i] Dentsu Inc. was named Advertising Agency of the Year in 2011, 2012, 2014 and 2015. Dentsu Group creative agency Taproot (located in Mumbai, India; now Taproot Dentsu) received the award in 2013.