dentsu

NEWS RELEASE

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FOR IMMEDIATE RELEASE
October 5, 2017

Dentsu Named Agency of the Year at Spikes Asia 2017

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) was named “Agency of the Year” at the Spikes Asia 2017, held from September 27 to 29 in Singapore. In addition, four agencies in the Dentsu Group (Japan, India, Philippines and Malaysia) were selected in the new Spikes "Country Agency of the Year" special Awards category.

Dentsu Inc. and Taproot Dentsu (Headquarter: Mumbai, India) both received a Grand Prix, with Dentsu winning in the Innovation Category and Taproot Dentsu succeeding in the Integrated Category. In addition, the Dentsu Group received a total of 71 awards, including 2 Grand Prix, 5 Gold, 26 Silver and 38 Bronze.



Dentsu Creatives at the Awards Ceremony

The number of awards won in each category is as follows:

Agency of the Year	Dentsu Inc.
Country Agency of the Year	India: Taproot Dentsu

	Japan: Dentsu Inc. Malaysia: Isobar Philippines: Dentsu Jayme Syfu
Design:	2 Silver, 5 Bronze
Digital:	2 Silver, 5 Bronze
Digital Craft:	3 Silver, 3 Bronze
Direct:	1 Gold, 4 Silver, 4 Bronze
Entertainment:	1 Gold, 2 Silver, 2 Bronze
Film:	1 Silver, 3 Bronze
Film Craft:	1 Silver
Healthcare:	1 Silver, 2 Bronze
Innovation:	1 Grand Prix
Integrated:	1 Grand Prix
Media:	2 Gold, 4 Silver, 1 Bronze
Mobile:	1 Gold, 2 Silver, 3 Bronze
Music:	1 Silver, 1 Bronze
Outdoor:	1 Silver, 1 Bronze
PR:	1 Silver, 2 Bronze
Print & Outdoor Craft:	2 Bronze
Promo & Activation:	1 Silver, 4 Bronze

The Dentsu Group also placed second in “Network of the Year”, while Dentsu X Philippines placed third in the “Media Agency of the Year” competition.

Spikes Asia Festival of Creativity

Spikes Asia is APAC’s largest advertising communication festival. Held every September in Singapore, the festival celebrates and rewards creative excellence in the Asia-Pacific region. All entries are designed specifically for and to run in APAC countries. This year the festival recorded 4,301 entries from 23 countries and regions across 20 categories.

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