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NEWS RELEASE

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Dentsu Garners 46 Awards at Spikes Asia 2018

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that the Dentsu Group received a total of forty six awards across fifteen categories at Spikes Asia 2018, held from September 26 to 28 in Singapore. BWM Dentsu Sydney won the Grand Prix in the Innovation category and the Group further garnered six Gold Spikes, twelve Silver Spikes and twenty seven Bronze Spikes.

Dentsu placed third in “Agency of the Year”, and third in “Network of the Year”, which recognizes the creative strength of the network as a whole.

Two teams from Dentsu competing in this year’s Young Spikes received a Gold in the PR Competition and a Silver in the Design Competition while the Dentsu Group’s ASPAC from the Philippines received a Gold in the Young Spikes Integrated Competition.



Dentsu Group creators at the Awards Ceremony

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

Category	Award Number
Brand Experience & Activation	1 Bronze
Design	4 Silver, 7 Bronze
Digital	1 Gold, 3 Silver, 3 Bronze
Digital Craft	2 Gold, 1 Bronze
Direct	1 Bronze
Entertainment	1 Silver
Film	2 Bronze
Film Craft	2 Silver, 3 Bronze
Healthcare	3 Bronze
Innovation	1 Grand Prix
Media	3 Bronze
Mobile	1 Gold, 1 Silver, 1 Bronze
Music	1 Silver
PR	1 Gold, 2 Bronze
Print & Outdoor Craft	1 Gold

In addition to the above, nine creators from the Dentsu Group were selected as jurors in the categories, and the Group held six seminars during the Festival.

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 4,056 entries from 26 countries and regions across 21 categories.
https://www.spikes.asia/

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