

FOR IMMEDIATE RELEASE

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## **Dentsu Named No.2 Most Creative Network with multiple awards including six Grand Prix at Spikes Asia 2022**

Dentsu came in second as the most creative network and was given multiple top honors at this year's Spikes Asia with a combined 32 Spikes including 6 Grand Prix, 1 Creative Data Spike, 1 Integrated Spike, 5 Gold, 11 Silver and 8 Bronze, spanning across 16 categories.



Dentsu Group award highlights:

- Dentsu Webchutney Bengaluru won a total of 18 Spikes, including 4 Grand Prix and 5 Gold, 4 Silver and 5 Bronze, with their work of "The Unfiltered History Tour" for Vice World News, a virtual tour of the 10 most controversial exhibits at the British Museum.
- Dentsu Tokyo's "TUNA SCOPE 2021"- an AI system to judge tuna quality based on the cross-section of the tuna tail, for Sojitz Corporation, won a Grand Prix and a Creative Data Spike in the Creative Data category.
- Dentsu Craft Tokyo's "YAKUSHIMA TREASURE ANOTHER LIVE from YAKUSHIMA" for yugyo Co., Ltd. was awarded a Grand Prix in the Digital Craft category and a Silver in the Film category.
- BWM Isobar's 'Disease Dilemmas' for the Garvan Institute of Medical Research won an Integrated Spike and 2 Silver in the Design and Healthcare category.

The number of awards won in each category:

Category	Number of Awards
Brand Experience & Activation	1 Gold, 2 Silver
Creative Data	1 Grand Prix, 1 Creative Data Spike
Design	1 Grand Prix, 1 Gold, 1 Silver
Digital Craft	1 Grand Prix, 1 Bronze
Direct	1 Gold, 1 Bronze
Film	1 Silver
Film Craft	2 Silver
Healthcare	1 Silver
Integrated	1 Integrated Spike
Media	1 Silver
Mobile	1 Grand Prix, 1 Gold, 1 Silver, 1 Bronze
PR	1 Grand Prix, 1 Bronze
Print & Publishing	1 Bronze
Radio & Audio	1 Grand Prix, 1 Silver, 1 Bronze
Social & Influencer	1 Bronze
Strategy & Effectiveness	1 Gold, 1 Silver, 1 Bronze

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