

June 26, 2023

**Dentsu’s Creativity Shines at Cannes Lions 2023
– Awarded Regional Network of the Year for Asia for
the second year in a row and Two Grand Prix –**

Dentsu Group (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: Hiroshi Igarashi, President & CEO) was awarded Regional Network of the Year, Asia Pacific region, for the second year in a row, and Dentsu Inc., Tokyo was awarded Agency of the Year - Craft, at Cannes Lions 2023*1, the world's largest festival of creativity.

Furthermore, Dentsu Inc., Tokyo and Dentsu Creative, the sole creative network across international markets, won the Industry Craft Lions Grand Prix*2 and the Pharma Lions Grand Prix*3, respectively, in addition to 5 Gold, 5 Silver, and 17 Bronze Lions won by dentsu as a Group, for a total of 29 awards.



Industry Craft Lions Grand Prix winning scene (Dentsu Inc., Tokyo)



Pharma Lions Grand Prix winning scene (Dentsu Creative, Buenos Aires)

*1: Cannes Lions 2023 was held in Cannes, France from June 19 to 23. A total of 26,992 entries were submitted and judged in 30 Lions (categories).

*2: "My Japan Railway," the name of the Grand Prix winner in the Industry Crafts category, a campaign to commemorate the 150th anniversary of the start of the JR Group's railroad service. Dentsu Inc.

*3: Name of the Grand Prix winner in the Pharma category: "Scrolling Therapy." The campaign for Eurofarma, a Brazilian multinational pharmaceutical company, was created by Dentsu Creative, Buenos Aires.

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