

March 21, 2024

**Dentsu Named Network of the Year and
Asia-Pacific Agency of the Year at Spikes Asia 2024
— A record 35 spikes, including 5 Grand Prix —**

Dentsu (Brand: "dentsu"; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: President & Global CEO Hiroshi Igarashi) was awarded Network of the Year for the most creative network (group of companies) at Spikes Asia 2024*, the largest advertising festival in the Asia-Pacific region, held in Singapore on March 13 and 14. This is the second time in three years that the Group has received this award. Dentsu Inc. also won the Asia-Pacific Agency of the Year Award, which is given to the most creative agency. This is the third time in seven years that Dentsu Inc. has won this award. Additional recognition for dentsu teams across Japan, Indonesia, Australia, New Zealand, Taiwan and India.



< Network of the Year Winning Scene >

In addition to these, dentsu was given multiple top honors with a combines 35 spikes, including 5 Grand Prix, 4 Gold, 10 Silver, and 16 Bronze.



"We are always incredibly proud to receive accolades for our work and Spikes is particularly special," said Yasu Sasaki, Global Chief Creative Officer, dentsu. "Winning Asia-Pacific Agency of the Year for Dentsu Inc., as well as Network of the Year, is a true reflection of the depth and breadth of the amazing creative talent within our teams. We share these awards also with our clients around the region who have put their faith in dentsu to deliver impact through critical and innovative thinking. Thank you!"

* Spikes Asia is one of the region's largest advertising festivals, held annually in Singapore with the aim of celebrating high creativity in the Asia Pacific (APAC) region. A total of 3,189 entries were submitted this year. For more information about Spikes Asia, please visit the following official website.

URL: <https://www.spikes.asia>

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