

March 27, 2024

Dentsu Won Four Highest Awards Including Network of the Year at ADFEST 2024

**– Dentsu Inc. won three out of four awards: Agency of the Year,
Digital Agency of the Year, and East Asia Agency of the Year –**

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 ADFEST 2024*, Asia Pacific's advertising festival, held in Pattaya, Thailand from March 21 to 23. This is the eighth time in three consecutive years that the Group has received this award.

This achievement is the result of dentsu winning a total of 27 awards (5 Grande, 8 Gold, 3 Silver, 11 Bronze).



< Network of the Year Winning Scene >

In addition to Agency of the Year, which is given to the most creative single agency (company), Dentsu Inc. received three other awards: Digital Agency of the Year and the newly established East Asia Agency of the Year. This is the tenth time in two consecutive years that Dentsu Inc. has won Agency of the Year. Additional recognition for dentsu teams across Japan, Vietnam, Australia, Indonesia, and Taiwan.



* Asia Pacific Advertising Festival, commonly known as ADFEST, was established in 1998 and is one of the leading advertising awards in the Asia Pacific region.

For more information, please visit the ADFEST website: <http://www.adfest.com/>

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