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Dentsu Lab's Naoki Tanaka and Dentsu Creative's Pats McDonald Named Jury Presidents of the Digital Craft and Creative Strategy Lions, Respectively, at Cannes Lions 2025

Dentsu Group Inc. (Brand: dentsu; Head Office: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi; the Company and its Group companies are hereinafter collectively referred to as "dentsu") announced that Naoki Tanaka, Chief Creative Officer of its creative R&D organization Dentsu Lab^{*1}, and Pats McDonald, Chief Strategy Officer of the creative agency brand Dentsu Creative^{*2} have been selected as Jury Presidents for the Digital Craft and Creative Strategy categories, respectively, at the Cannes Lions International Festival of Creativity, the world's largest creativity festival, to be held from June 16 to 20, 2025.

Cannes Lions has long been known as a coveted place for advertising creativity, but in recent years the scope of the awards has expanded, and they have also come to be valued as an opportunity to grasp the latest business trends at a glance, including solutions in areas other than advertising and innovative, potentially game-changing brand experiences.

With entries from around the world being received in all 30 Lions (categories)^{*3}, the jury presidents play a central role in the process of selecting winners through fair evaluations and discussions.



*1: For more information about Dentsu Lab, please see the following release.

URL: <https://www.dentsu.com/news-releases/dentsu-announces-global-expansion-of-innovation-lab>

*2: For more information about Dentsu Creative, please refer to the DC website.

URL: <https://www.dentsucreative.com/>

*3: The total number of entries last year was 26,753.

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Media inquiries:

Jumpei Kojima, Akiko Shimadzu, Todor Baev

Group Corporate Communications Office

Dentsu Group Inc.

Email: group-cc@dentsu-group.com