

March 7, 2025

**Yasuharu Sasaki Named the Most Awarded Creative Leader in Asia  
- Dentsu Inc. Ranked Top Agency in Asia -**

Yasuharu Sasaki, the Global Chief Creative Officer of dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi; Dentsu Group Inc. and its Group companies are collectively referred to as “dentsu”), has been named the most awarded creative leader in Asia by Campaign Brief Asia, a Singapore-based information media outlet for the creative advertising industry in Asia, in the 2024 Campaign Brief Asia Creative Rankings. Dentsu Inc., a dentsu company based in Japan, has also been named the number one most awarded agency in Asia.

This creative ranking tabulates the results of the big international and regional advertising award shows from January 2023 to December 2024\*.

*Campaign Brief Asia*



At the same time, Dentsu Creative Taiwan and Dentsu Creative China, dentsu’s Asian creative agency brands outside of Japan, were ranked 37th and 40th, respectively.

\*The award shows that are tabulated in these 2024 Creative Rankings are from both 2023 and 2024 for the following shows: Cannes Lions; London International Awards; One Show; D&AD; New York Festivals; Clio; MAD Stars; Spikes Asia; Campaign Brief’s THE WORK and AWARD awards; ADFEST. The One Club’s 2024 One Asia awards is also included for the first time (2023 is not included).

For more information, please visit the Campaign Brief Asia website.

URL: <https://campaignbriefasia.com/2025/02/25/dentsu-inc-tokyo-ranked-1>

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