

March 31, 2025

**Dentsu Wins “Network of the Year” for the Ninth Time  
in Four Consecutive Years at ADFEST 2025  
- Dentsu Inc. wins the top two awards  
“Agency of the Year” and “East Asia Agency of the Year” -**

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”) won “Network of the Year” for the most creative network (group of companies) at ADFEST 2025\*, an Asia-Pacific advertising festival held in Pattaya, Thailand from March 20 to 22, 2025. This is the ninth time in four consecutive years that dentsu has received this award.

Dentsu won a total of 43 awards (9 Gold, 15 Silver, and 19 Bronze), which it considers to be a recognition of its diverse expressions that incorporate the uniqueness of regional culture, which ADFEST emphasizes, and its innovative creativity that contributed to solving brand issues.



< Network of the Year Winning Scene >

Dentsu Inc. also won the two special awards, “Agency of the Year” for the most creative single agency (company) and “East Asia Agency of the Year.” This is the 11th time in three consecutive years that Dentsu Inc. has won “Agency of the Year” and the second consecutive year that it has won “East Asia Agency of the Year”, which was newly established last year.



\*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.

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

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