

June 20, 2025

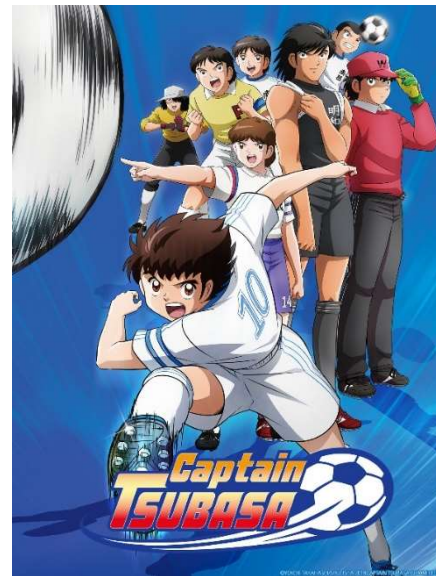
Dentsu Hosts Dialogue Session in Cannes with Yoichi Takahashi, Creator of the Anime "CAPTAIN TSUBASA"

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) hosted a dialogue session in Cannes, France, with Yoichi Takahashi (hereinafter referred to as the "Mr. Takahashi"), the creator of the popular anime series Captain Tsubasa during the Cannes Lions 2025, the world's largest festival of creativity. The session was organized as part of the dentsu Sports & Entertainment global expansion initiative* that consolidates dentsu's capabilities in sports and entertainment both in Japan and overseas. It focused on anime content that is truly at the heart of sports and entertainment. Captain Tsubasa is said to have a significant impact on European football culture and attracted an audience to the session. Clients, partners and fans alike, filled the venue with excitement.



From Left to Right:

Sayoko Baba (Moderator) - Entertainment Producer, DENTSU INC., Yoichi Takahashi,
Todor Baev (Interpreter) - Dentsu Group Inc.



"CAPTAIN TSUBASA" Visual Artwork

The session spotlighted Mr. Takahashi, the creator of Captain Tsubasa, a pioneering anime themed around football. His personal stories were shared, including his upbringing, influences on his creative activities, motivation for starting to draw, and his favorite manga works. In the dialogue focused on Captain Tsubasa, he passionately discussed when the initial idea was born, why he chose to feature football for his manga, and how it evolved and continues to generate excitement over the years.

Widely accepted globally today, Japanese anime content, particularly Captain Tsubasa, has enjoyed phenomenal popularity since the series began. Mr. Takahashi shared his thoughts on this popularity and what he envisions in the future.

The session concluded with a live drawing by Mr. Takahashi that spread smiles all around the venue.



Live Drawing by Mr. Takahashi

* Dentsu Sports and Entertainment News Release:

URL: <https://www.dentsu.com/news-releases/dentsu-expands-global-sports-and-entertainment-offering-to-connect-culture-to-commerce-for-brands-and-rights-holders>

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