

June 19, 2025

## **Dentsu Hosts Session with Azuki on the Power of Culture in Cannes**

**– How Azuki and dentsu are Championing Anime to Build Culture-driven Brands –**

Dentsu (Brand: "dentsu"; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; President & Global CEO: Hiroshi Igarashi) hosted an insightful session titled "The Power of Culture: How Azuki and dentsu leverage anime for brand building" in Cannes during Cannes Lions this year. It highlighted the creative partnership between Azuki and dentsu, showcasing how authentic storytelling through anime's unique visual style can power fandoms not only in entertainment, but also for brands. Since 2024, dentsu has partnered with Azuki Labs (Head Office: Los Angeles; Founder and CEO of Azuki Labs: Alex "Zagabond" Xu) behind the globally popular brand, Azuki\*<sup>1</sup>.

The session was held in conjunction with the announcement of the global expansion of the dentsu Sports & Entertainment\*<sup>2</sup>, which was made in Cannes on June 16, to highlight dentsu's strength and business diversity in the entertainment domain.



©AZUKI ENTER THE GARDEN  
Azuki Visual Artwork

Session Panelists (Left to Right)

Pascal Rotteveel (Moderator) – Dentsu Lab Netherlands

Jessica Turner – Head of Franchise Development, Azuki Labs

Sayoko Baba – Anime Producer, dentsu (Azuki Project Lead)

### **Key Highlights from the Session:**

Why promote Anime business? Why is it necessary to focus on anime now?

- Anime is no longer niche – it's now a major part of global pop culture. It's a lifestyle.
- We wanted deeper engagement with our fan community and build broader cultural relevance.

## What key points are considered important in anime projects?

- Authenticity and quality in anime production is key.
- The process of integrating community feedback.

## What championing anime means for clients?

- For Azuki, it's not just about expanding the fanbase, but about deepening its connection to the culture and art form that inspired them from the beginning.
- Brands need to think of anime not as a media buy, but a way to show presence as a part of culture.

\*1: For further details on project Azuki:

URL: <https://www.dentsu.com/news-releases/dentsu-partners-with-azuki-to-create-three-part-anime-series>

\*2: 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>

#####

## **Contact:**

Media Inquiries:

Jumpei Kojima, Akiko Shimadzu, Toru Nakagawa

Group Corporate Communications Office

Dentsu Group Inc.

Email: [group-cc@dentsu.com](mailto:group-cc@dentsu.com)