

June 20, 2025

Dentsu Hosts Session on “Next-generation Brand Engagement Leveraging User Generated Contents” in Cannes

Dentsu (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; President & Global CEO: Hiroshi Igarashi) hosted an insightful session titled "Pioneering the Future of Creation: Roblox, UGC Communities, and the Next-Gen Creators" in Cannes during Cannes Lions this year.

The session welcomed Sue Anderson, VP of Creative at Roblox Corporation (headquarters; California, USA, CEO: David Baszucki), and Rush X^{*1}, one of the world's leading Roblox creators, as guests. The discussion focused on the “Potential for next-generation brand engagement” sparked by User Generated Contents (UGC) platforms such as Roblox. Active discussions took place on topics including new relationships with brands in entertainment fields such as fashion, games, and communities.

This was held in conjunction with the announcement of the global expansion of the dentsu Sports & Entertainment^{*2}, which was made in Cannes on June 16, to highlight dentsu's strength and business diversity in the entertainment domain.



< Left > From left to right: Ashley Knight, Head of Strategy, Dentsu Lab (Moderator) / Sue Anderson, VP of Creative, Roblox Corporation / Rush Bogin (Rush X), Founder & CEO, Rush X / Shusuke Morioka, House of Creators Lead, Dentsu Group Inc.

< Right > Courtesy of Rush X. Examples of items available on Roblox.

In recent years, building collaborative relationships with consumers on UGC platforms such as Roblox has become increasingly important for global marketing and branding. Given this background, dentsu will continue to advance the “House of Creators” project^{*3} announced in September 2024, and accelerate various socially impactful projects, including collaborative initiatives with global clients and IP holders leveraging UGC platforms, and partnerships with educational institutions.

*1: Rush X (Creator name) is a creator who has been engaged in creative activities for over 10 years. Currently a student at Stanford University in the United States. He seamlessly crosses genres such as fashion, music, games, and education, creating unique culture and engagement both within and outside of Roblox. He has a track record of connecting UGC with the real world through collaborations with prominent brands on Roblox, the development of his own original brand, merchandise sales in physical stores, and partnerships with educational institutions.

*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>

*3: "House of Creators" project's News Release:

URL: <https://www.group.dentsu.com/en/news/release/001305.html>

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