

June 25, 2025

Dentsu Unveils Solution Utilizing Generative AI and BX at Cannes – Introducing case studies created by combining the power of AI and human creativity –

Dentsu (Brand: “dentsu” Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) introduced innovative business solutions created through the collaboration of human creativity and direction cultivated by its business transformation (BX) services over many years—and dentsu's unique AI, using concrete examples during a session titled “Unlocking Business Innovation at the intersection of Human Creativity and GenAI” held at the “Cannes Lions International Festival of Creativity 2025 (Cannes Lions 2025)”*, the world's largest celebration of creativity.



Yuichi Toyoda, Global Practice President - Business Transformation, dentsu, commented: “The new frontier of business innovation is being unlocked through collaboration with generative AI as a partner, instead of merely using it as a tool. Combining human creativity, conceptual thinking, and contextual understanding, with AI’s unprecedented information processing, speed, and scale is powerful. Adding the ability to truly partner to develop and iterate ideas over time is game-changing.”

Chris Bower, Managing Director, Business Transformation (BX), APAC, commented: “I’m most excited about the ability we have to use these tools with our clients. Generating ideas isn’t hard, especially using AI. But developing great ideas depends on our ability to replicate and augment the creative process digitally, while providing the time and space for humans, with the help of these systems, to makes those ideas truly special.”

Dentsu's Integrated Growth Solutions (IGS), which are at the core of its business strategy, aim to

contribute to the top-line growth of clients by integrating the diverse capabilities of the whole group. Within Japan, dentsu's BX is further evolving its capabilities to enhance IGS by strengthening its investments in capital and human resources. Starting in 2024, specialized BX teams started to be assembled outside Japan in markets with high demand to help with supporting clients' business transformation as one global organization.

Dentsu's BX offering

With its more than 120 year history as a leading advertising partner to the world's biggest brands, dentsu's people-centered business transformation offering is rooted in its deep understanding of human behavior and drivers. As an integrated growth partner to clients, dentsu now goes beyond advertising and marketing to truly guide the "Growth Transformation" of organizations wanting to disrupt their market, and even themselves. Dentsu's BX offering focuses on providing people-centered transformation support in the three core areas:

1. Business transformation (business strategy, new business development, sales transformation, marketing transformation)
2. Corporate transformation (corporate culture transformation, human resources and organizational transformation)
3. Sustainability strategy

Please visit the following website for details on dentsu's BX services.

<https://www.dentsu.com/business-transformation>

* Cannes Lions 2025 was held in Cannes, France from June 16 to 20. A total of 26,900 entries were submitted and judged in 30 Lions (categories).

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

#####

Contacts:

BX Services:

Please directly contact the dentsu representative in your region.

Media Inquiries:

Jumpei Kojima, Akiko Shimadzu, Todor Baev

Group Corporate Communications Office

Dentsu Group Inc.

Email: group-cc@dentsu.com