

July 8, 2025

## **Dentsu Supported Nikka Whisky's Pop-up Bar in Cannes** **- Contributing to Nikka Whisky's further growth as a global brand,** **including winning a Gold Lion at Cannes Lions 2025 -**

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President: & Global CEO: Hiroshi Igarashi) supported the planning, design, and operation of a Cannes Lions endorsed pop-up bar (hereinafter referred to as "the Bar") by THE NIKKA WHISKY DISTILLING CO., LTD. (Head Office: Sumida-ku, Tokyo; President and CEO: Naoto Ono; hereinafter referred to as "Nikka Whisky") in Cannes, France during the Cannes Lions International Festival of Creativity (Cannes Lions 2025), the world's largest celebration of creativity.



The Bar's interior was specially renovated for the Cannes Lions week, allowing visitors to experience the world of Nikka Whisky and its variety of drinking ways such as authentic rocks and highballs, as well as diverse and delicate cocktails ranging from classic cocktails to innovative original cocktails. The aim was to naturally convey the value of Nikka Whisky, a Japanese whisky brand that is renowned for its craftsmanship, to the discerning people who would gather from all over the world during this period.

Moreover, this Bar, which was visited by approximately 1,100 people during the Cannes Lions period, is a global expansion of the pop-up bar opened in Omotesando, Tokyo in 2024. The knowhow cultivated in Japan and support for the global expansion of Japanese brands/companies are in line with the business strategy of the Mid-Term Management Plan announced by dentsu in February of this year.



Photo at the left: The pop-up bar



Photo at the right: Original cocktails

Founded in 1934, Nikka Whisky has continued to grow in recent years as the global brand “NIKKA WHISKY.” The Bar that was opened this time was a new endeavor that was only made possible thanks to the deep relationship of trust that has been cultivated between the two brands as dentsu has always accompanied Nikka Whisky in its efforts to further expand its recognition as a global brand and strengthen its brand power since its 90th anniversary in 2024.

In addition, at Cannes Lions 2025, “NO LABELS” won a Gold Lion in the Industry Craft Lions category\*<sup>1</sup>, which celebrates the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life, contributing to further strengthening Nikka Whisky’s presence as a global brand.



Photo: Cannes Lions 2025 awards ceremony

In addition, Nikka Whisky was acknowledged for its brand strategies and challenges, receiving the Kanter Creative Effectiveness Award 2025\*<sup>2</sup> in April 2025. This award recognizes the creative work that has best captured the hearts of consumers globally.

Dentsu will continue to contribute its experience in Japan to promote client business rooted in deep understanding and long-term, strong relationships (client-centricity), aiming to become a growth partner for clients. Furthermore, by building on these successes, we will support our clients' global growth.

\*1: For more information on this award, please refer to Nikka Whisky's news release "Nikka Whisky Wins Gold Lion in the Industry Craft Category at Cannes Lions International Festival of Creativity 2025."

URL: <https://www.asahigroup-holdings.com/en/newsroom/detail/20250618-0201.html>

\*2: For more information on this award, please refer to Nikka Whisky's news release "Nikka Whisky Receives Global Creative Award!!"

URL: <https://www.nikka.com/en/story/awards/kantar/2025/>

#####

## **Contacts:**

Business Inquiries:

Kotaro Mita, Yasuhiro Shimada

Account Lead Department 5, 5th Business Producing Division

Dentsu Inc.

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

Media Inquiries:

Jumpei Kojima, Akiko Shimadzu

Group Corporate Communications Office

Dentsu Group Inc.

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