

November 10, 2025

Yasu Sasaki Selected as Jury President for the IP & Product Design Discipline at The One Show

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President: & Global CEO: Hiroshi Igarashi) announced that Yasuharu Sasaki, Global Chief Creative Officer, has been selected as Jury President for the IP & Product Design discipline at The One Show 2026 (hereinafter "The One Show")*, held in New York City in May 2026.



The One Show, which has a history of over 50 years, consists of 27 disciplines and is considered one of the most prestigious awards in the creative industry. The winning works are selected after a rigorous screening process, and are awarded for groundbreaking ideas born from outstanding creativity. The jury presidents who have been selected for The One Show 2026 are expected to further build on the legacy of the fairest and most positive judging process.

The IP & Product Design discipline, chaired by Yasu, recognizes original products, experiences, and intellectual properties created by a brand (company). This discipline includes physical or digital products, branded utilities, ownable figures, narrative assets, and other creations that extend a brand's presence and create lasting connections with audiences.

* The One Show is a creative awards show hosted by The One Club for Creativity, a non-profit organization based in New York City, USA, that supports and celebrates the global creative community.

URL: <https://oneshow.org/>

For related information, please see the following press release:

"Dentsu Ranked No. 1 Holding Company from the Asia-Pacific Region in the Global Creative Rankings Announced by The One Club for Creativity"

URL: <https://www.group.dentsu.com/en/news/release/001427.html>

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