

November 12, 2025

Dentsu Creates the Main Visual for the ADC Annual Awards Hosted by The One Club

- Production Directed by Yoshihiro Yagi, Executive Creative Director, Dentsu Inc. -

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) announced that it has created the main visual for the 105th edition of the ADC Annual Awards (hereinafter "ADC Awards") which are now accepting entries globally*¹ and which held annually by The One Club for Creativity (hereinafter "The One Club")*², a non-profit organization based in New York City, USA, that supports and celebrates the global creative community. Since 1935, the main visual for the globally prestigious ADC Awards has been produced every year by companies and creative experts with the highest credibility in creativity, and this will be the first time that a company from the Asia-Pacific region has produced the visual.*³



<Main visual for the ADC Awards' call for entries campaign titled 'Create a Beautiful Future':

The "cube" awarded to a winner is seen not as a symbol of personal glory, but as a symbol of the love for design that people bring to the ADC Awards. This visual is made up entirely of cubes to form peacock feathers.>

Yoshihiro Yagi, Executive Creative Director at Dentsu Inc., who supervised the production of this project, is a creative who uses non-verbal visual communication to develop a wide range of creative projects, including corporate and product branding and advertising campaigns. His major works include NIKKA WHISKY's "NO LABELS," JR East's "Get Back, Tohoku.," Honda's "Human! FIT," Ezaki Glico's "Pocky THE GIFT," Menicon's "Magic-1 day Menicon Flat Pack," and JR Group's "MY JAPAN RAILWAY." He has received numerous creative awards both in Japan and abroad, including two Cannes Lions Grand Prix (Design and Industry Craft Lions), One Show Best in Design (equivalent to a Grand Prix), one D&AD Black Pencil (equivalent to a Grand Prix) and a special Collaborative Award*⁴, a Tokyo ADC Award, a JAGDA*⁵ New Designer Award, the Minister of Internal Affairs and Communications Award / ACC*⁶ Grand Prix, and the Keizo Saji Prize.

Among them, "MY JAPAN RAILWAY," created in 2023, won the equivalent of a Grand Prix at the

major creative awards not only in Japan but also at Cannes Lions, LIA (London International Awards), Spikes Asia, ADFEST, Clio, ADC, The One Show, D&AD and MAD STARS.*7

Meanwhile, dentsu was ranked the number one holding company in the Asia-Pacific region in The One Club's Global Creative Rankings 2024, and Dentsu Inc., one of the major group companies, was also selected as the number one independent agency in the Asia-Pacific region in the same rankings.

Going forward, dentsu will continue to strive to be the world's most creative company, centered on the creative "never before," as stated in our NORTHSTAR corporate philosophy "an invitation to the never before." By strengthening creativity in all areas of dentsu's business, we will deliver a lasting impact to people, companies, brands, and society as a whole.

*1 The ADC Awards celebrate artistry and craftsmanship, recognizing talent and innovative work in creative fields each year. The ADC 105th Annual Awards are now accepting entries globally. Enter by January 23, 2026. For more information, please visit the ADC Awards website:

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

*2 Dentsu was ranked number one holding company in the Asia-Pacific region in the global creative rankings announced by The One Club. For more details, please see the press releases below.

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>

Dentsu Tops Asia-Pacific Region in Global Creative Rankings Announced by The One Club for Creativity

URL: <https://www.dentsu.co.jp/en/news/release/2025/0117-010832.html>

*3 For the history of the ADC Awards main visuals, please see the following website:

URL: <https://www.oneclub.org/adc/100th/>

*4 The Collaborative Award celebrates 'long-lasting relationships (of at least three years) between clients and their advertising and/or production companies that have led to the creation of amazing work over time', according to D&AD. For more details, please see the press release below.

Dentsu wins Collaborative Award at D&AD Awards 2020

URL: <https://www.dentsu.co.jp/en/news/release/2020/0717-010096.html>

*5 JAGDA is the abbreviation for the Japan Graphic Design Association Inc., a public interest incorporated association.

*6 ACC is the abbreviation for the All Japan Confederation of Creativity, a general incorporated association.

*7 The awards are listed in order of award receipt.

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