

April 17, 2026

Naoki Tanaka Wins JAAA's "2025 Creative Director of the Year" Award

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) announced that Naoki Tanaka, Executive Creative Director of zero, creative collective, Dentsu Inc. as well as dentsu Japan's creative R&D organization, Dentsu Lab Tokyo, has been honored with the "2025 Creative Director of the Year" award presented by the Japan Association of Advertising Agencies (hereafter "JAAA").

The JAAA Creative Director of the Year Award, established in 1989, recognizes individual creators from among JAAA member companies who, over the course of a year, have produced multiple creative works that demonstrate outstanding creativity, led initiatives that address client and societal challenges, and contributed to enhancing the value and expanding the capabilities of advertising companies.

Naoki was recognized for freely and dynamically harnessing creativity to elevate the standard of creative work, using technology to transform ideas into creative outputs that go beyond advertising, and creating impact on society with an overwhelming sense of scale.



Naoki Tanaka, Executive Creative Director, zero, Dentsu Inc. and Dentsu Lab Tokyo

* Naoki also serves as Chief Creative Officer of Dentsu Lab, dentsu's global cross-functional creative R&D organization.

For more information, please refer to the following release:

<https://www.dentsu.com/news-releases/dentsu-announces-global-expansion-of-innovation-lab>

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