

April 28, 2026

Dentsu Wins 13 Awards at Spikes Asia 2026 - Dentsu Inc. Wins Grand Prix in the Creative Strategy category -

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) was awarded a total of 13 awards (1 Grand Prix, 1 Gold, 3 Silver, and 8 Bronze) at Spikes Asia* 2026, the largest advertising festival in the Asia-Pacific region, held in Singapore on March 12.

Among these, Dentsu Inc., the core company of dentsu Japan that overseas and manages the Group's Japan business, won a total of nine awards, including one Grand Prix in the Creative Strategy category, two Silver awards, and six Bronze awards. In addition, the company won second place for "Strategy & Effectiveness Agency of the Year," which is presented to the Asia-Pacific agency that earns the highest overall points across both the Creative Effectiveness and Creative Strategy categories.

Meanwhile, Dentsu Creative Taiwan, the Taiwan office of Dentsu Creative, the Group's creative agency brand for its international business, received four award in total, comprising one Gold award and three Bronze awards.



The Group's award wins by category (13 awards in total) are as follows:

| Category | Number of Awards and Award-Winning Companies |
|-----------------------------|---|
| Audio & Radio | 1 Silver, 1 Bronze (Dentsu Inc.) |
| Creative Effectiveness | 1 Bronze (Dentsu Creative Taiwan) |
| Creative Strategy | 1 Grand Prix (Dentsu Inc.) |
| Digital Craft | 1 Bronze (Dentsu Inc.) |
| Glass: The Award For Change | 1 Gold (Dentsu Creative Taiwan) |
| Healthcare | 1 Bronze (Dentsu Inc.) |
| Industry Craft | 1 Bronze (Dentsu Inc.) |
| Integrated | 1 Silver (Dentsu Creative Taiwan) |
| Media | 1 Bronze (Dentsu Inc.) |
| Outdoor | 1 Silver, 1 Bronze (Dentsu Inc.) |
| Social & Creator | 1 Bronze (Dentsu Creative Taiwan) |

* Spikes Asia is one of the region's largest advertising festivals, held annually in Singapore with the aim of celebrating high creativity in the Asia Pacific (APAC) region. For more information about Spikes Asia, please visit the following official website.

URL: <https://www.spikes.asia>

####

Contact:

Jumpei Kojima, Akiko Shimadzu, Emi Harada

Group Corporate Communications Office, Dentsu Group Inc.

Email: group-cc@dentsu.com