

May 14, 2026

## **Yoshihiro Yagi Named Jury President for Two Categories, Design and Package Design, at London International Awards (LIA)**

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) announced that Yoshihiro (Yoshi) Yagi, Growth Officer at dentsu Japan, which overseas and operates dentsu's business in Japan, has been selected as Jury President for two categories, Design and Package Design, at the London International Awards (LIA)\*<sup>1</sup>, an international advertising awards competition that will be held on-site from September 25 to October 3, 2026.

Yoshi has also been selected as Jury President for the Art Direction category at the D&AD Awards 2026, which will be held in the United Kingdom in September 2026\*<sup>2</sup>.



This year's LIA comprises a total of 32 categories. Award-winning entries are selected following a rigorous judging process conducted by a diverse panel of jurors who are highly regarded globally in the creativity industry. The Design category, chaired by Yoshi, recognizes excellence in visual identity and production values and execution of craft, encompassing any idea or execution that relies on visual content to communicate a brand's message or strengthen consumer recognition. The Packaging Design category recognizes the very best and most innovative, exceptionally crafted and beautifully executed packaging design from around the globe.

Yoshi is a creative who uses non-verbal visual communication to develop a wide range of creative projects, including corporate and product branding as well as advertising campaigns\*<sup>3</sup>.

Among his works, JR Group's "MY JAPAN RAILWAY" created in 2022\*<sup>4</sup> achieved an exceptional milestone by winning the equivalent of nine Grand Prix across major creative awards, including Cannes Lions, LIA (London International Awards), Spikes Asia, ADFEST, Clio, ADC, The One Show, D&AD, and MAD STARS\*<sup>5</sup>.

\*1: The London International Awards were established in 1986 as the London International Advertising Awards (LIAA). In 2004, the word "advertising" was dropped from the name of the awards, and they were reborn to recognize a wider variety of creative ideas and execution. Each year, after the on-site judging in Las Vegas and after all the Gold, Silver, Bronze and Finalist awards have been announced, LIA will tally up all the points of the winners to determine which agencies or companies have won the Global and Regional Of The Year honors. The winners of the Of The Year awards are always announced in the first week of November.

URL: <https://www.liaawards.com/>

\*2: Yoshihiro Yagi Selected as Jury President for the Art Direction Category at the D&AD Awards (News Release from Dentsu Group Inc., December 22, 2025)

<https://www.group.dentsu.com/en/news/release/001589.html>

\*3: For Yoshi's detailed profile, please see the below news release.

Dentsu Creates the Main Visual for the ADC Annual Awards Hosted by The One Club (News Release from Dentsu Group Inc., November 12, 2025)

<https://www.group.dentsu.com/en/news/release/001564.html>

\*4: For details of "MY JAPAN RAILWAY", please see the below website.

"MY JAPAN RAILWAY"—Delivering the Value of Railways with Warm Digital Stamps (Showcase from Dentsu Inc., June 3, 2025)

[https://www.dentsu.co.jp/en/showcase/my\\_japan\\_railway.html](https://www.dentsu.co.jp/en/showcase/my_japan_railway.html)

\*5: Listed in order of award receipt.

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