

May 26, 2026

Dentsu Wins Six Awards at “The One Show 2026” International Advertising Awards

- Dentsu Inc. Wins the Top Prize, the Best of Discipline Pencil in the IP & Product Design Category -

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) was awarded a total of six awards (“pencils”) (1 Best of Discipline, 1 Gold, 2 Silver, and 2 Bronze) at The One Show*¹ 2026, the international advertising awards held in New York on May 15.

Among these, Dentsu Inc., the core company of dentsu Japan that overseas and manages the Group’s Japan business, won a total of five pencils, including a Best of Discipline in the IP & Product Design category, one Gold, two Silver*², and one Bronze. Meanwhile, Dentsu Creative Iberia, the Iberia office of the Group’s creative agency brand for its international business, Dentsu Creative, received a Bronze award in the Print & Promotional category.



The Group’s award wins by category (six in total) are as follows:

Category	Number of Awards and Award-Winning Companies
IP & Product Design	1 Best of Discipline, 1 Gold (Dentsu Inc.)
Design & Branding	1 Silver (Dentsu Inc. and Dentsu Creative Pictures Co., Ltd.) 1 Bronze (Dentsu Inc.)
Radio & Audio – First	1 Silver (Dentsu Inc.)
Print & Promotional	1 Bronze (Dentsu Creative Iberia)

*1 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/>

*2 Out of the two Silver awards, in the Design & Branding category, the Silver Pencil was awarded jointly to Dentsu Creative Pictures Co., Ltd., a group company of dentsu Japan, and Dentsu Inc.

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