

June 29, 2026

Dentsu Hosted Session with NIKKA WHISKY, HERALBONY, and AJINOMOTO at Cannes Lions to Explore Japan's Unique Approach to Stakeholder-Centric Creativity

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano, hereinafter Dentsu Group Inc. and its group companies are collectively referred to as "dentsu") hosted a session titled "Stakeholder Centricity – At the Heart of Japan's Creativity" in Cannes, France, during the Cannes Lions International Festival of Creativity 2026, the world's largest creativity festival.

Dentsu aims to become a "Growth Partner" that enables the medium- to long-term growth of its clients. In line with this ambition, speakers were invited from THE NIKKA WHISKY DISTILLING CO., LTD., HERALBONY EUROPE, and Ajinomoto Co., Inc., whose global growth dentsu has supported through a client-centric approach. Together, they engaged in in-depth discussions on creativity rooted in a stakeholder-centric perspective—an approach emphasized by each company and brand.



Panel Discussion

From left

Facilitator: Tabasa Hara, Branding Consultant, Dentsu Inc.

Speakers:

Nozomi Odaohara, Brand Manager, Marketing Division, THE NIKKA WHISKY DISTILLING CO., LTD.

Megumi Kobayashi, Chief Growth Officer, HERALBONY EUROPE

Hironari Tatematsu, Manager, Planning Group, Communication Design Department,
Ajinomoto Co., Inc.

As the information environment becomes increasingly sophisticated, corporate attitudes and actions are more visible and subject to stricter evaluation than ever before. Consistent and sincere communication, backed by tangible initiatives, has become essential. In this context, the focus is shifting from not only what value is delivered and to whom but also “with whom value is co-created.” Companies are therefore required to build brand value through relationships with a diverse range of stakeholders, including employees, communities, and partners, in addition to consumers and shareholders.

Amid these changes, Japanese companies have demonstrated a distinctive approach grounded in long-term trust and harmony with society, expressing creativity that originates from the expectations and aspirations of their stakeholders. This mindset is becoming increasingly important in today’s world, where interest in corporate purpose and social roles continues to grow.

This session reaffirmed that true brand value resides in the synergies that occur when companies successfully translate stakeholder expectations and aspirations into concrete strategies, overcome the barriers inherent in doing so, and ultimately deliver products and services that are embraced by people in their daily lives.



TAKETSURU PURE MALT WHISKEY by Nikka Whisky,
served alongside HERALBONY dentsu Beach House original cups



Ajinomoto gyoza being served during the session

Going forward, dentsu will continue to act as a “Growth Partner,” driving the creation of new value together with clients and diverse partners, and contributing to sustainable mid-to-long term growth.

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Contact:

Jumpei Kojima, Akiko Shimadzu, Emi Harada

Group Corporate Communications Office, Dentsu Group Inc.

Email: group-cc@dentsu.com