

June 30, 2026

Global CEO Takeshi Sano Took to the Stage for a Session at Cannes Lions 2026 Titled “A New Era of Innovating to Impact”

- Exploring Client Centricity, Impact Creation, and the Role of Culture -

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”) announced that Takeshi Sano, Global CEO, hosted a session titled “A New Era of Innovating to Impact” in the Debussy theatre, Cannes, France, with Julia Boorstin, Senior Media & Tech Correspondent of CNBC, during the Cannes Lions International Festival of Creativity 2026, the world’s largest celebration of creativity.

This session, which marked Sano’s appearance on a globally influential stage approximately 100 days after assuming the role of Global CEO, explored the nature of innovation rooted in dentsu’s founding principles. Drawing on more than 30 years of experience as a growth partner to clients and society, he shared perspectives shaped by his journey as dentsu celebrates its 125th anniversary.



Sano highlighted that, in order for dentsu to write its next chapter on the foundation of its 125-year history, it is essential to continue placing the company’s purpose and culture at the core of its business activities, while delivering value and impact for clients.

He stated, “The spirit of ‘One Team,’ built on long-term trusted relationships with our clients, shapes a way of working in which dentsu and its clients share common goals, offer candid perspectives when needed, and take joint accountability for outcomes. A corporate culture grounded in mutual respect, collaboration, trust, and curiosity serves as a key source of competitive advantage.”

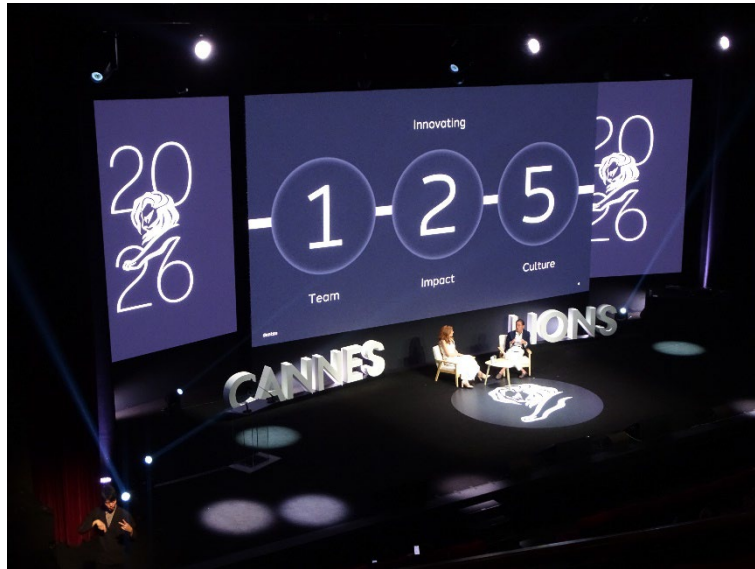


Addressing key industry challenges—including the pace of change, increasing complexity, and growing sameness—Sano also stated that “Agility, simplification, and distinctiveness are critical to creating value and maintaining competitiveness. My leadership approach highlights three principles: client-centricity, identifying the real issue, and speed in decision-making and execution, emphasizing the importance of ‘learning while moving’ in a rapidly changing environment.”

He also addressed innovation in the AI era, stating, “The essence of innovation lies not in ideas, but in impact—the real outcomes they create. While AI expands possibilities, defining challenges, making decisions, and creating value for society remain fundamentally human responsibilities. The most important thing is creating value by enabling people and AI to collaborate and amplify each other’s strengths.”



Finally, Sano concluded by outlining dentsu’s vision for the future, framing around its 125th anniversary: “1: Working as ‘One Team with clients; 2: Two superpowers—innovation and impact; and 5: five cultural values—curiosity, mutual respect, human creativity, collaboration, and trust. Based on these three pillars, we will contribute to the sustainable growth of our clients and society.”



Looking ahead, dentsu will continue to deliver on its commitment to clients and society through “Innovating to Impact.” By combining the strengths of creativity, media, data, and technology, dentsu will support clients’ business growth while driving positive impact for society.

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