

July 1, 2026

Dentsu Wins 15 Lions, Including 4 Gold at Cannes Lions 2026

- NIKKA WHISKY's "dear difference" Wins a Total of Three Awards, Including Gold at the Industry Craft Lions -

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") was awarded a total of 15 Lions (4 Gold, 4 Silver, 7 Bronze)^{*1} at the Cannes Lions International Festival of Creativity 2026^{*2}, the world's largest celebration of creativity.



CANNES LIONS

In addition, "dear difference," an advertising campaign by THE NIKKA WHISKY DISTILLING CO., LTD., won Gold and Bronze in the Industry Craft Lions^{*3} and Silver in the Design Lions^{*4}. Through these achievements, dentsu has contributed to further strengthening NIKKA WHISKY's presence as a global brand.



The Industry Craft Lions awards ceremony for NIKKA WHISKY's "dear difference"

In addition, dentsu's media brands for its international business—Carat, dentsu X, and iProspect—were credited as media agencies on a total of 40 Lions (3 Grand Prix, 9 Gold, 9 Silver, and 19 Bronze).

The performance included award-winning work from Japan, Brazil, Canada, Indonesia, Italy, New Zealand, Spain, and the UAE, demonstrating the strength of creativity across the network and the growing impact of ideas designed to transform brands, industries and society.

- *1: Cannes Lions 2026 was held in Cannes, France from June 22 to 26. A total of 20,050 entries were submitted and judged in 10 tracks, 31 Lions (categories).
URL : <https://www.canneslions.com/>
- *2: Includes awards in Media Placement.
- *3: The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life. The work should demonstrate the highest levels of expertise and vision in the application of creative techniques.
- *4: The Design Lions celebrate visual craftsmanship. The work should demonstrate creative approaches that use visual and strategic design to build strong brand connections, engage audiences, and leave lasting impressions through cohesive, impactful communication.

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