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**Dentsu Conducts Pilot Study of
Interactive AI Plush Toy “Nande-chan”
Dentsu Innovation Initiative (DII) and Dentsu Inc. collaborate to build
knowledge on “dialogue design” in the age of AI**

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & Global CEO: Takeshi Sano; Head Office: Tokyo; Capital: 74,609.81 million yen) today announced that its R&D organization, Dentsu Innovation Initiative (DII), together with Dentsu Inc., conducted an in-home pilot study using “Nande-chan*,” an interactive AI-powered plush toy designed to encourage children’s natural curiosity and questioning.

The study was carried out in collaboration with Associate Professor Lui Yoshida of the Graduate School of Engineering at the University of Tokyo, whose research focuses on educational technology and generative AI.

The results suggest that Nande-chan has the potential to encourage children to think more independently while also fostering deeper communication between parents and children. Based on these findings, Dentsu Inc. has incorporated educational insights into the development of Nande-chan and will offer experiences through events that encourage children and families to learn and think together. Further details are available in Dentsu Inc.’s related news release.

As generative AI continues to evolve, opportunities for people of all ages to interact with AI are expanding rapidly. In this changing environment, dentsu believes that understanding how AI can contribute to better everyday lives, not just advancing the technology itself, is becoming increasingly important.

This pilot study combined expertise in education and AI with dentsu’s strengths in conversation design and creativity. The findings demonstrate the potential of new approaches to applying AI in educational settings.

Looking ahead, dentsu will continue to explore practical applications of AI through real-world initiatives and pilot programs. By doing so, the Group aims to develop innovative services and contribute to a society where AI helps people live richer lives and achieve greater personal growth.

*1: “Nande” means “Why?” in Japanese. The name reflects the toy’s role in encouraging children to explore questions together. “-chan” is an affectionate Japanese honorific commonly used for children.

*2: For more information about Dentsu Innovation Initiative (DII), please visit:
<https://en.innovation.dentsu.com/>

*3: Related news release from Dentsu Inc.:
Dentsu Introduces an Educational Perspective to “Nande-chan,” an Interactive AI Plush Toy that Encourages Children’s Curiosity
<https://www.dentsu.co.jp/news/release/2026/0804-011077.html> (Japanese Only)

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