

October 6, 2026

Dentsu Wins 12 Awards at the D&AD Awards 2026 Including “Design Agency of the Year” for Dentsu Inc.

Dentsu (Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) was awarded a total of 12 awards (“pencils”) at the D&AD Awards*¹ 2026, the international advertising awards held in London on September 24. The awards include Design Agency of the Year, presented to Dentsu Inc., the core operating company of dentsu’s Japan business*².

The Design Agency of the Year is determined based on the total points earned from wins in design and design-related categories, with points assigned according to the type of award. This year, the eight awards won by Dentsu Inc. in these categories were included in the point calculation.



Dentsu's award results by category are as follows:

Category	Number of Awards and Award-Winning Companies
Book Design	1 Wood Pencil (Dentsu West Japan Inc.)
Brand Identity Refresh	1 Wood Pencil (Dentsu Inc.)
Digital Experience Design	1 Graphite Pencil (Dentsu Inc.)
Graphic Design	1 Graphite Pencil (Dentsu Inc.) 1 Wood Pencil (Dentsu Inc.)
Illustration	2 Graphite Pencil (Dentsu Inc.) 1 Wood Pencil (Dentsu Inc.)
Magazine & Newspaper Design	1 Wood Pencil (Dentsu Inc.)
Photography	1 Wood Pencil (Dentsu Inc.)
Press & Outdoor	1 Wood Pencil (Dentsu Creative Iberia)

- *1: Founded in London in 1962, the D&AD Awards recognize excellence in design and advertising around the world. The awards are represented by four levels of the iconic D&AD Pencil: Black Pencil, Yellow Pencil, Graphite Pencil, and Wood Pencil, which serve both as award classifications and trophies.
For more information, please visit the official D&AD website.
URL: <https://www.dandad.org/>
- *2: "Dentsu Inc. Wins 'Design Agency of the Year' at the D&AD Awards 2026" (News Release from Dentsu Inc., October 2, 2026)
URL: <https://www.dentsu.co.jp/en/news/release/2026/1002-011107.html>

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