

October 14, 2026

Dentsu Wins Six Awards at the 2026 APAC Effie Awards - Ranks Third for "Agency Network of the Year" -

Dentsu (Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) was awarded a total of six awards at the 2026 APAC Effie Awards^{*1}, held in Singapore on September 25, 2026. The APAC Effie Awards recognize the most effective marketing campaigns across the Asia-Pacific region. Dentsu's achievements include two Gold, one Silver and three Bronze as well as ranking third for Agency Network of the Year. Dentsu Inc., the core operating company of dentsu's Japan business, secured its first Gold Award^{*2}.



Dentsu's award results by category are as follows:

Category	Number of Awards and Award-Winning Companies
Asia Pacific Brands - Products	1 Silver (Dentsu Inc.)
Brand Integration & Entertainment Partnerships	1 Bronze (Dentsu Creative Manila)
Brand Revitalisation	1 Bronze (Dentsu Creative Sydney)
Food	1 Gold (Dentsu Inc.)
Influencer	1 Gold (Dentsu Creative Taiwan)
Positive Change: Social – Non-Profit	1 Bronze (Dentsu Creative Taiwan)

^{*1}: The Effie Awards were established in 1968 by the New York American Marketing Association to recognize effectiveness in marketing. The Effie Awards include the Global Effies; regional programs that recognize campaigns based on where they are implemented, including the APAC Effie Awards, Euro Effie Awards and MENA Effie Awards; and local programs in more than 40 countries and regions. The APAC Effie Awards recognize the most effective marketing communications in the Asia-Pacific region.

For more information, please visit the official website.

URL : <https://effie.org/>

^{*2}: "Dentsu Inc. Wins One Gold and One Silver at the 2026 APAC Effie Awards" (News Release from Dentsu Inc., October 13, 2026)

URL: <https://www.dentsu.co.jp/en/news/release/2026/1013-011113.html>

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