

Special Feature

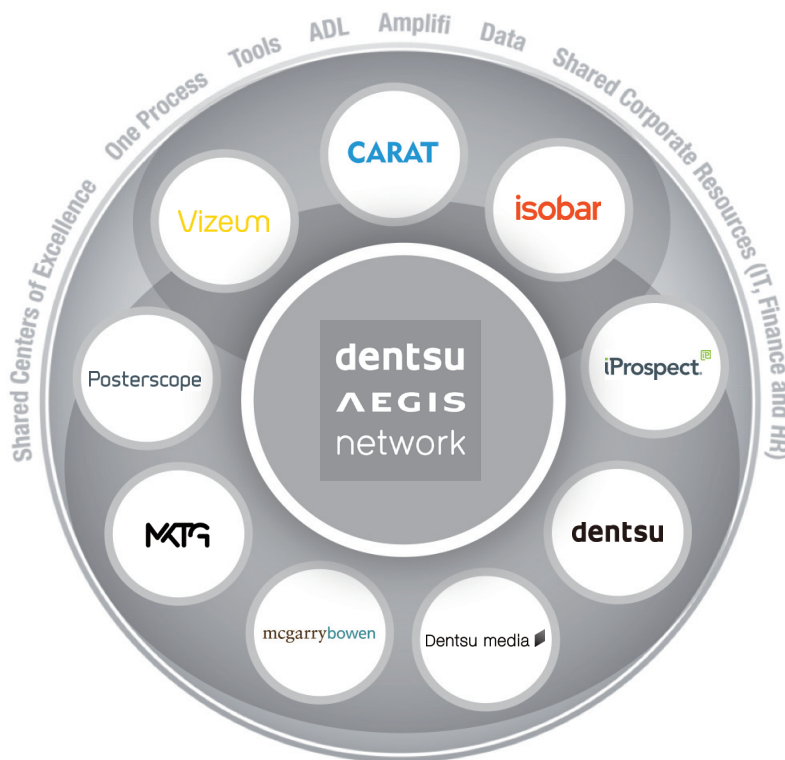
Boosting International Value: Network Brand

Dentsu Group Brands That Enhance Our Capability

The Group has a unique operating model designed for marketing convergence and globalization, the major driving forces of the advertising world. This operating model is enabled by a one-P&L-per-country structure (outside of Japan), unique in the industry, which empowers our local teams to offer high-value-added and integrated services to clients at a local level, supported by a global infrastructure.

Key elements of this infrastructure are our nine global networks and six specialist/multimarket agency brands, which deliver our integrated, specialist approach, supported by local agency brands in certain countries.

Group companies collaborate seamlessly to achieve shared business goals, while our top-class professionals from various fields are incentivized to collaborate across agencies and countries, thus providing integrated, specialist client services.





Global Network Brands

Carat

is the world's largest media communications company with a presence in more than 100 countries. The company creates better business value for clients by maximizing media value.

Dentsu Brand Agencies

Advertising companies overseas with Dentsu in the name are Dentsu-branded agencies. Companies that specialize in a particular domain—such as digital, creative, PR, or consulting—are specialized-domain agencies.

Dentsu Media

As Dentsu's overseas media agency network, Dentsu Media provides high-quality services to clients around the world through three networks—Media Palette, Media Cubic, and Media Matrix—and digital agency brands, including &c.

iProspect

is a digital performance marketing agency with a presence in 52 countries. The company supports clients in maximizing online marketing ROI.

Isobar

is a digital agency, focusing on brand commerce, with a presence in more than 45 countries. The company established the world's largest global digital network by bringing together digital technologies from all over the world. Clients enjoy full support through Isobar's outstanding digital marketing capabilities.

Dentsu McGarry Bowen

Never confined to existing methodologies or preconceptions, agency Dentsu McGarry Bowen always delivers unique insights and smart solutions. Boasting an excellent reputation for creative capabilities, the agency also puts effort into building new communication platforms.

MKTG

is a lifestyle marketing agency that has an edge in the activation area, focusing on providing consumers with brand experience and experienced value. DAN will enhance and strengthen MKTG as a core company of the Dentsu Group's lifestyle marketing services.

Posterscope

is a media agency specializing in out-of-home (OOH) communications and has a presence in about 30 countries. The company's OOH development expertise is based on an insightful grasp of the procurement behavior of consumers outside their homes.

Vizeum

is a media agency with excellence in communication planning, particularly involving digital media, and is active in more than 40 countries. The company works with other companies within the Dentsu Aegis Network to bring about innovative change in the ad communications of its clients.



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Specialist/ Multimarket Brands



Amnet

With a presence in 33 countries, Amnet—the Dentsu Aegis Network trading desk—organically links all kinds of data to ensure more timely, perfectly targeted online advertising.



Amplifi

This media investment company raises value across all media—from television to print, digital, and radio—on a global basis, seeking to reinvent the supply side of media through investments, partnerships, and real-time bidding.



Data2Decisions

This consulting company draws on all types of marketing data and analyzes what has worked and what has not to maximize clients' ROI.



Mitchell Communications Group

A communications and PR company, Mitchell Communications Group boasts a diverse client portfolio that includes some of the world's top-tier corporations and high-profile brands. Covering a wide range of specialized fields, from consumer communications to corporate public relations, this company is known for delivering innovative ideas.



360i

Championing the fusion of search marketing and social marketing, 360i has earned top marks in the industry as a next-generation digital agency.