

History

- 1901 Hoshiro Mitsunaga establishes Japan Advertising Ltd. and Telegraphic Service Co. (currently known as Dentsu).
- 1913 Dentsu contributes to the establishment of The Japan Newspaper Publishers & Editors Association.
- 1951 Dentsu establishes the Radio Division at its Head Office and local offices. Commercial radio broadcasting begins in Japan.
- 1953 Dentsu establishes the Radio and Television Division at its Head Office and local offices.
Commercial television broadcasting begins.
- 1955 The corporate name is changed to Dentsu Inc.
- 1959 Dentsu establishes the Marketing Department and promotes the introduction of marketing.
Dentsu establishes its New York Office.
- 1964 Dentsu contributes to the support of the Tokyo Olympic Games.
- 1970 Dentsu contributes to the support of Osaka Expo '70.
- 1974 The US-based magazine *Advertising Age* ranks Dentsu the No. 1 advertising agency worldwide in terms of billings (calendar 1973).
- 1980 Dentsu establishes its Beijing Office in China ahead of all other overseas advertising agencies.
- 1984 Dentsu contributes to the support of the Los Angeles Olympic Games.
Dentsu and US-based Young & Rubicam jointly establish DYR, an international service network.
- 1989 Dentsu's net sales exceed one trillion yen in the fiscal year ended March 31, 1989.
- 1996 Dentsu contributes to the establishment of cyber communications inc. (cci), Japan's first Internet advertising agency.
- 1997 The animated film *Princess Mononoke*—a co-production between Dentsu, Tokuma Shoten, and others—becomes a big hit.
- 1998 Dentsu contributes to the support of the Nagano Winter Olympic Games.
- 2000 Dentsu establishes the Bcom3 Group with the US-based firms the Leo Group and the MacManus Group.
- 2001 Dentsu lists its shares on the First Section of the Tokyo Stock Exchange (TSE: 4324). Dentsu commemorates its 100th anniversary.
- 2002 Dentsu contributes to the support of the 2002 FIFA World Cup Korea/Japan™.
The Bcom3 Group merges with the French company Publicis Groupe S.A., and Dentsu acquires capital in the Publicis Groupe.
- 2004 Dentsu implements a stock split (1:2).
- 2007 Dentsu's consolidated net sales reach two trillion yen in the fiscal year ended March 31, 2007.
- 2008 Dentsu Holdings USA, Inc. acquires mcgarrybowen, LLC of the United States.
Dentsu repurchases shares of approximately 60 billion yen.
- 2009 Dentsu implements a stock split (1:100).
- 2010 Dentsu establishes Dentsu Digital Holdings.
- 2012 Dentsu terminates strategic alliance and other agreements with Publicis Groupe S.A. and sells to Publicis a block of the shares of Publicis held by Dentsu.
- 2013 Dentsu acquires Aegis Group plc and establishes a new global operating unit, Dentsu Aegis Network, in London.
The Dentsu Group medium-term management plan "Dentsu 2017 and Beyond" was released.
Dentsu raises funds through a public offering.
- 2014 Dentsu is appointed as marketing agency by the Tokyo Organising Committee of the Olympic and Paralympic Games.
- 2015 Dentsu repurchases shares worth approximately 20 billion yen.
The Dentsu Group medium-term CSR strategy 2020 is released.
- 2016 Transition from a company with an Audit & Supervisory Board to one with an Audit and Supervisory Committee
Dentsu Digital Inc. is incorporated.
Dentsu acquires a majority of shares in Merkle Group, Inc., an independent agency in the United States.
- 2017 Senior Vice President Toshihiro Yamamoto is appointed as Dentsu's 13th president.
Dentsu acquires approximately 20.0 billion yen in treasury shares.