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.

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  Commercial television broadcasting begins.

1989  Dentsu’s net sales exceed one trillion yen in the fiscal year ended March 31, 1989.

1996  The animated film Princess Mononoke—a co-production between Dentsu, Tokuma Shoten, and others—becomes a big hit.

1997  Dentsu contributes to the support of Osaka Expo ‘70.

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™.

2004  Dentsu implements a stock split (1-2).


2008  Dentsu Holdings USA, Inc. acquires mcgarrybowen, LLC of the United States.

2009  Dentsu repurchases shares of approximately 60 billion yen.

2010  Dentsu implements a stock split (1:100).

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.

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.

2016  Transition from a company with an Audit & Supervisory Board to one with an Audit and Supervisory Committee

2017  Senior Vice President Toshihiro Yamamoto is appointed as Dentsu’s 13th president.

Dentsu acquires a majority of shares in Merkle Group, Inc., an independent agency in the United States.

Dentsu acquires approximately 20.0 billion yen in treasury shares.