

Dentsu Group’s value creation model

For companies, solving social issues and growing their businesses are now inseparable. Through its businesses, the Dentsu Group will support social issues such as increasing environmental awareness, social disparity, and wellbeing. The solutions which Dentsu Group delivers integrate its diverse capabilities in marketing communications, data & analytics, and content. By setting Integrated Growth Solutions and dentsu Sustainable Business Solutions as the dual axis of services provided to our clients, we aim to build a process of value creation that circulates through society, thereby achieving sustainable growth and enhancing corporate value.

