

Chapter 1

Value creation
of dentsu



01 Corporate philosophy

01

— PURPOSE —

an invitation to the never before.

Through connecting diverse talents within and beyond our organization, we exist to create new solutions and new beginnings for the sustainable development of our clients and society.

WHY:

For lasting good

We exist to create truly sustainable value —
for the organizations we work with and in the lives of millions.

WHAT:

The power of the never before

Our ideas create new solutions and new beginnings
for an ever-changing business environment.

HOW:

Open teaming

Anyone from anywhere in the dentsu world and beyond
can get together in a team, there are no boundaries.



1
**WE DREAM
LOUD**

2
**WE INSPIRE
CHANGE**

3
**WE TEAM
WITHOUT LIMITS**

4
**WE ALL
LEAD**

— VALUES —
**THE 8 WAYS TO
THE NEVER
BEFORE**

5
**WE MAKE
IT REAL**

6
**WE CLIMB
HIGH**

7
**WE CHOOSE
EXCITEMENT**

8
**WE ARE A FORCE
FOR GOOD**