

History

Dentsu Group's Growth Story

One hundred and nineteen years after its founding, Dentsu has transformed itself from a telecommunications company to an advertising company and an integrated communications company. Dentsu aims to become "the best partner in realizing the business transformation of our customers." The images below show the progress of the Group, which will become One Dentsu under the new structure in 2020, together with its other milestones

- 1901
Hoshiro Mitsunaga established Japan Advertising Ltd. and Telegraphic Service (currently know as Dentsu).
- 1951
Commercial radio broadcasting begins: Establishment of Radio Division at the Head Office.
- 1953
Commercial Television Broadcasting begins. Establishing Radio and Television Division at the Head Office and Osaka Office.
- 1955
The corporate name is changed to Dentsu Inc.
- 1959
Establishing Marketing Department. Promote the introduction of marketing. Opening a New York office.
- 1964
Contributing to the support of the Tokyo Olympic Games.
- 1970
Contributing to the support of the Osaka Expo '70.

- 1974
The US-based magazine Advertising Age ranks Dentsu the No.1 advertising agency worldwide in terms of billings (calendar 1973).
- 1984
Contributing to the support of the Los Angeles Olympic Games. Established DYR, an international service network jointly with US-based Young & Rubicam.
- 1989
Net sales exceed one trillion yen in the fiscal year ending March 1989.
- 1996
Contributing to the establishment of cyber communications inc.(cci), Japan's first Internet advertising agency.
- 1998
Contributing to the support of the Nagano Winter Olympic Games.
- 2000
Establishing the Bcom 3 Group with the US-based firms Leo Group and the McManas Group.

- 2001
Listing its shares on the First Section of the Tokyo Stock Exchange. Commemorating the 100th anniversary.
- 2002
Contributing 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 Publicis Groupe S.A.
- 2007
Commencing construction of Dentsu Network West (DNW). Dentsu's consolidated net sales reach two trillion yen in the fiscal year ending Mar 2007.
- 2008
Dentsu Holdings USA acquires U.S.-based mcgarybowen, LLC. Expanding DNW to Dentsu Network.
- 2012
Reaching an agreement with Publicis Groupe to terminate strategic alliance agreements and other agreements and sell shares of Publicis Groupe S.A.

- 2013
Acquiring Aegis Group plc., a UK-based advertising firm. Dentsu Group Medium-Term Management Plan "Dentsu 2017 and Beyond" was announced. Procurement of funds through public offering of new shares, etc.
- 2014
The Organizing Committee of the Tokyo Olympic and Paralympic Games appointed Dentsu as marketing agency.
- 2016
Transiting from a Company with an Audit & Supervisory Board to a Company with Audit & Supervisory Committee. Establishing Dentsu Digital. Initiated the labor environment reform in Japan.
- 2017
Toshihiro Yamamoto is appointed as the 13th president.
- 2018
Dentsu Group Medium-Term DIRECTION is announced.
- 2019
Announcement to transition to a pure holding company structure.

dentsu

1901

With the astonishing development of the mass media due to the rapid economic growth in Japan after 1950's, it occupies an overwhelming share of the initial TV advertising market.



Street TV audience



TVCM No. 1, "Seikosha noon tone" (1953)



New symbol on the entrance to the Tsukiji head office building (1986)



Opening ceremony of the Nagano Olympic Games (1998)

2001

Globalization of the global advertising industry and continuing rapid changes focus on expanding international businesses and promoting globalization.



Listed on the First Section of Tokyo Stock Exchange (2002)



FIFA World Cup Korea Japan™ (2002)

2013

As the digital domain continues to expand globally Building an international Network and Changing the Group's Business Driving Innovation into a new sustainable growth phase.



Meeting in Dentsu Aegis London (2013)



The Tokyo Olympic and Paralympic Games (2020)

One Dentsu

dentsu
AEGIS
network

- 1960
Foundation of a media agency Centrale d'achats Radio, Affichage, Télévision (Carat) in France.

- 1979
WCRS Group was formed as an advertising agency.
- 1984
WCRS Group acquired Carat.
- 1989
Foundation of Aegis as a separate company based on the original WCRS media buying division.
- 1990
The name of the company was officially changed from WCRS to Aegis Media.

- 2003
Formation of Isobar, the world's first global digital network.
- 2008
Aegis Media adopts a six point strategy to address convergence and globalization.
- 2009
Aegis Media launched a unique operating model, One P&L.

- 2013
Creation of Dentsu Aegis Network. Creation of Amplifi, the media investment arm of Aegis.
- 2016
Acquisition of a majority stake in Merkle, a leading independent data-driven technology enabled performance marketing agency in the USA. Dentsu Aegis Network digital revenues reach over 50%.
- 2019
Tim Andree appointed as CEO of Dentsu Aegis Network in addition to his role as Executive Chairman of Dentsu Aegis Network.