



On January 1, 2020, we embarked on a new start as Dentsu Group Inc.

The ability to connect human resources
in countries and organizations across the globe,
and to access diverse perspectives, will lead to
innovations from everyone, everywhere.

The new dentsu will work as one team to
create a wealth of new value for our clients.

ONE = Diversity

One Platform: Innovation from 66,000 Staff

The Dentsu Group, a corporate group which encompasses over 1,000 group companies in more than 145 countries and regions, employs over 66,000 people with specialized knowledge and experience in their field of business.

They all are connected in our open, flat, cross-border organization. As we accelerate the creation of a diverse and open-minded culture, we are creating new value for our clients and society.





ONE = Collaboration

One Platform: Integrating All Our Capabilities

Reflecting the idea of "Open Teaming," we form flexible teams with external partners to develop integrated solutions for our clients. As an open organization, we generate borderless creativity, innovation, and collaboration.

ONE = Sustainability

Linking Consumers to Corporates for a Sustainable Society

Climate change, sustainable production and consumption, diversity, and other social issues are impacting society globally. Utilizing our resources to connect consumers, corporates, and society, the Dentsu Group provides solutions that drive society-wide innovation.



Art installation created by an NGO and Dentsu that serves as a wake-up call to end plastic pollution.



TUNA SCOPE

The screen display of a smartphone equipped with the AI-based app TUNA SCOPE, which can instantly determine tuna quality from the cross-sectional scan of a tuna tail.



The "ONE DAY FOR CHANGE" community activity globally organized by the Dentsu Group



"Project Revoice," a voice cloning initiative from the ALS Association that promotes cutting-edge digital speech synthesis technology to benefit people living with ALS (amyotrophic lateral sclerosis) and their families