

Dentsu Japan Network



Contributing to the sustainable development of our clients and society through transformation

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Dentsu Japan Network (hereinafter, “DJN”) business accounted for over 40% of Dentsu Group’s revenue less cost of sales, and half of its underlying operating profit in 2020. DJN has some 20,000 employees at more than 130 companies.

Becoming an Integrated Growth Partner

In times of abrupt change, clients need partners that will work with them to solve complex issues, transform business, and realize growth.

DJN aims to become an “Integrated Growth Partner,” a true partner committed to the sustainable growth of our clients and society. We believe we can provide new value for society by helping our clients expand their businesses. This should result in sustainable growth for ourselves, our clients, and society as one.

Sustainable growth through Integrated Growth Solutions

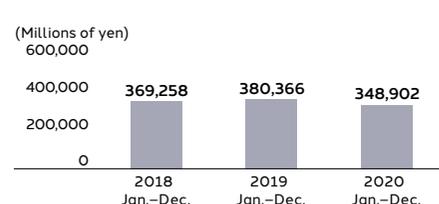
Advances in data and technology have led to more sophisticated and complex advertising, marketing, customer experience design, business development, and business design—our specialty areas.

In order to drive growth for our clients, we must strengthen our expertise in each of these areas. At the same time, our integrated planning and execution must go beyond business domain and organizational frameworks.

To this end, DJN will leverage the diverse capabilities of each company in the network to provide “Integrated Growth Solutions (IGS)” that contribute to the sustainable development of our clients and society.

Additionally, we will introduce indicators facilitating the measurement of clients’ sustainable growth, that strengthen collaboration, evaluation, and improvements across business domains.

DJN revenue less cost of sales



DJN underlying operating profit and operating margin



Our transformation

To provide clients with IGS, we have redefined our domestic business. Having divided it into four domains—AX, BX, CX, and DX—we plan to boost the value provided by each domain.

Further, we aim to help optimize the functions of the companies within DJN by grouping them into the four business domains based on specialization and the potential for synergy creation. This will enable us to maximize the capabilities of each company within Japan while strengthening DJN’s competitiveness.

We also plan to strengthen Dentsu Group’s platform businesses (data, sports, other content, etc.) that will add distinctive value across these domains. We will also look to advance and increase efficiencies in our corporate functions.

By enhancing human resources liquidity and specialization, we will seek to maintain a work environment in which employees who help increase value can come together for mutual empowerment. Office environments will be redesigned and workstyle reforms updated to make employees more effective in this age of remote work.

DJN will equip itself with the skill set and mindset necessary to provide IGS, and develop the consumer insights, ideas, and creative capabilities that are our strengths.

By so doing, we aim to achieve a transformation that will generate original DJN value, enabling us to become an Integrated Growth Partner.

