

June 26, 2023

**Dentsu’s Creativity Shines at Cannes Lions 2023  
– Awarded Regional Network of the Year for Asia for  
the second year in a row and Two Grand Prix –**

Dentsu Group (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: Hiroshi Igarashi, President & CEO) was awarded Regional Network of the Year, Asia Pacific region, for the second year in a row, and Dentsu Inc., Tokyo was awarded Agency of the Year - Craft, at Cannes Lions 2023\*1, the world's largest festival of creativity.

Furthermore, Dentsu Inc., Tokyo and Dentsu Creative, the sole creative network across international markets, won the Industry Craft Lions Grand Prix and the Pharma Lions Grand Prix\*2, respectively, in addition to 5 Gold, 5 Silver, and 17 Bronze Lions won by dentsu as a Group, for a total of 29 awards.



Industry Craft Lions Grand Prix winning scene (Dentsu Inc., Tokyo)



Pharma Lions Grand Prix winning scene (Dentsu Creative, Buenos Aires)

\*1: Cannes Lions 2023 was held in Cannes, France from June 19 to 23. A total of 26,992 entries were submitted and judged in 30 Lions (categories).

\*2: Name of the Grand Prix winner in the Pharma category: "Scrolling Therapy." The campaign for Eurofarma, a Brazilian multinational pharmaceutical company, was created by Dentsu Creative, Buenos Aires.

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