

September 20, 2023

## **Dentsu Wins 48 Awards Including One Grand Prix at MAD STARS 2023**

Dentsu Group (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: Hiroshi Igarashi, President & CEO;) announced today that several of its companies received a total of 48 awards comprising one Grand Prix, the highest award in its category, 5 Gold, 4 Silver, 10 Bronze and 28 Crystal awards at MAD STARS 2023\*.



The award-winning Group companies are Dentsu Inc., Dentsu Digital Inc., and Dentsu Creative (Taiwan, India, Manila, Indonesia, China, Malaysia, and Vietnam). “Fries Beat” (advertiser/brand: McDonald’s Japan) produced by Dentsu Inc. won the Grand Prix in the Film category.

\* “MAD STARS” is an advertising festival that has been held under the auspices of Busan City, South Korea since 2008, and it is the only advertising festival in Asia that accepts advertising works submitted from all over the world. In 2022 the name was changed from AD STARS to MAD STARS, and the festival aims to share creative solutions that will change the world in marketing, advertising, and digital content.

MAD STARS website: <https://www.adstars.org/adstar/main/AdstarMainView.do>

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