

November 8, 2023

## **Dentsu Receives a Total of 34 Awards, Including One Grand LIA, at the London International Awards (LIA)**

Dentsu (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: President & CEO Hiroshi Igarashi) announced today that it received a total of 34 awards (one Grand LIA, twelve Gold, ten Silver, and nine Bronze, and two Regional of the Year) at the London International Awards (LIA)\*1.

In addition to winning a Grand LIA (the highest award, equivalent to a Grand Prix), Dentsu Inc., one of dentsu's major group companies in Japan, garnered the Regional Agency of the Year: Asia award, which is given to the individual advertising agency with the most awards in Asia. Furthermore, Dentsu won the Regional Design Company of the Year: Asia award jointly with Creative Power Unit\*2. This is the 4th time that Dentsu Inc. has won the Regional Agency of the Year award. Moreover, “MY JAPAN RAILWAY” (brand: JR GROUP) produced by Dentsu Inc. won the Grand LIA in the Design category.



\*1: The London International Advertising Awards (LIAA) has a mission to be different, and it was established in 1986 as the first truly international awards ceremony to recognize advertising in film, television, print and radio. In 2004, the word “advertising” was removed from the name of the awards to reflect the ever-changing industry environment, and the LIA now recognize more creative ideas and execution. The onsite judging for the 2023 awards was held in Las Vegas, USA from October 7 to 15, and the results for each category were announced. After calculating the points awarded to each company, the global and regional award winners of the year were announced on November 6.

For further details, please see the LIA website: <https://www.liaawards.com/>

\*2: Creative Power Unit: For further details, please see the CPU direct Inc. website: <https://c-p-u.co.jp/> (Japanese language only)

#####

### **Contact**

Director, Group Corporate Communications Office

Dentsu Group Inc.

Email : [group-cc@dentsu-group.com](mailto:group-cc@dentsu-group.com)