

Special Feature 1: Sports Marketing Dentsu's Role in the FIFA World Cup™

More than 30 years' involvement in the FIFA World Cup™ Tournament

Since its involvement in the 1986 FIFA World Cup Mexico™, the Dentsu Group has built a solid relationship with FIFA in World Cup marketing.

Dentsu was a prominent supporter of the 2006 FIFA World Cup™ Germany, as illustrated by its marketing of sponsorship rights to Japanese companies and of television rights for broadcast in Japan. In addition, Group company International Sports and Entertainment (iSe) acquired exclusive worldwide rights from FIFA to manage and sell the competition hospitality program (a ticket and dinner entertainment package), which the agency turned into a vigorous and compelling marketing campaign. In order to widen the target sales base for the rights package, we planned tournament-related campaigns for corporate official partners and other businesses; developed and implemented publicity campaigns; hosted events; provided on-site support; and performed numerous other administrative services. Besides television broadcast rights, Dentsu also supported distribution of content over the Internet and at public events, contributing to the overwhelming success of the tournament.

The Dentsu Group has built up an impressive track record over the past several years through the success of such events as the highly praised 2002 FIFA World Cup™ Japan and Korea and the 2006 FIFA World Cup™ Germany. We have thus developed a solid relationship of trust with FIFA. The Dentsu Group has already been awarded exclusive broadcast rights in Japan and Asia, as well as exclusive marketing rights in Asia, for all FIFA competitions from 2007 to 2014. The Company is moving steadily ahead with its preparations to match this expansion of business through the development of a robust sales structure. Football Media Services, a joint venture established in October 2006 in Singapore to market television broadcast rights for FIFA tournaments in Asia, has started operations and is making an aggressive sales effort.

The Dentsu Group's content business also includes sports marketing activities—which are relatively impervious to economic conditions—and advertising and overseas business. The synergy of these activities has a powerful profit-generation effect, and the Dentsu Group is fully committed to developing this business domain. Moreover, the FIFA World Cup™, Olympics and other major sports events are packed with so-called “killer content” that is notable for generating moments of excitement and energizing society. As we further our relations with organizing committees, we look forward to promoting the success and widespread enjoyment of these one-of-a-kind events.



Opening ceremony, June, 2006

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Special Feature 2: The Creative Team Dentsu's World-Class Creative Power

Building a Creative Emphasis to Strengthen Brand Power

A major source of competitive advantage in expanding the Group's business is the creative force molded from human ideas and imagination. Even with the power of the media and vast resources of capital, weak creative expression in advertising or promotion fails to satisfy the advertiser's needs and clouds consumer perception of excellent product value.

We learn how the client thinks through consultations and meetings and explore how the consumer feels through market research. Dentsu's creative services divisions employ these communication elements to form ideas and messages to inspire the consumer. Dentsu's 800-strong creative staff works in all areas of media ranging from mass media to the Internet media.

The Dentsu Group's creative prowess is strengthened by a management policy that acutely values human talent. Although the high acclaim for Dentsu's creative talent had already been firmly established, Dentsu continues to strengthen its global brand in a fiercely competitive environment against U.S. and European mega agencies.

As an index of advertising companies' creative

performance, data from the world's 100 major advertising prizewinners is compiled every year in the highly respected *Gunn Report*. *Gunn Report* rankings are based on a proprietary calculation method. Every year, Dentsu is entered in the *Gunn Report* on the strength of prizes for its creative endeavors from *Adfest*, *One Show*, *Clio*, *Cannes* and other influential international advertising competitions, and it regularly ranks among the leaders. In 2006, Dentsu won prizes in 22 domestic and international competitions, and thus achieved a top three ranking worldwide.



Grand Prix winners of the 2006 London International Advertising Awards
Grand Prize: Japan Advertising Council's entry *Aids Mondai/Kako*

Overseas Prizes for Advertising Awarded in 2006

Advertising Awards	Grand Prix	Special Prizes	Gold Prize	Silver Prize	Bronze Prize	Finalist	Total	Hakuhodo	ADK
Clio Awards	1			3	2	4	10		
New York ADC			1	1		1	3		
One Show			1			15	16	7	1
D&AD				1	1		2		
New York Festival			1	2	1	11	15	12	3
Cannes International Advertising Festival			2	1	3	16	22	8	2
Cresta Awards			1			3	4		
London International Advertising Awards	1		2			11	14	4	3
Times Asia-Pacific Advertising Awards			6		2	44	52	14	
Young Guns International Advertising Awards						1	1		
Media Advertising Awards			1	2	3	7	13	3	
Adfest		1	2	6		10	19	12	10
Total	2	1	17	16	12	123	171	60	19