

**NEWS RELEASE****FOR IMMEDIATE RELEASE****June 27, 2006**

## **Dentsu Wins a Gold Lion at Cannes International Advertising Festival 2006 in the Cyber Lions Category**

Dentsu Inc. (President: Tateo Mataki; Head Office: Tokyo; Capital: 58,967.1 million yen) has garnered a Gold Lion in the Cyber Lions category at the 53rd International Advertising Festival in Cannes (Cannes Lions 2006) held from June 18 to 24 in Cannes, France.

The Gold Lion went to “Her Past” for the Japan Advertising Council. Dentsu also received a Silver Lion and a Bronze Lion in the Cyber Lions category, one award in the Promo Lions category (see note), a Bronze Lion in the Film category and a Bronze Lion in the Media Lions category at this year’s festival. Altogether, Dentsu brought home six awards from Cannes Lions 2006.

This year the festival recorded 24,863 entries from 81 countries for awards in nine categories: Cyber, Promo, Film, Media, Direct, Radio, Outdoor, Press and Titanium. Cyber Lions received 2,502 entries, Promo Lions 622 entries, Film 4,860 entries and the Media Lions category 1,466 entries.

Note : From 2006, the Cannes International Advertising Festival includes a new Promo Lions category. Promo Lions are awarded to promotional campaigns judged to have the freshest creative ideas that are intrinsically linked to brands, and that have achieved measurable results. This category does not have separate divisions for Grand Prix, Gold, Silver and Bronze awards.

**Production Credits****Cyber Lions****Gold**

Advertiser: Japan Advertising Council

Product/Service: HIV Awareness

Title: “Her Past”

Creative Directors: Hiroki Nakamura, Satoshi Nakajima

Copywriter: Satoshi Nakajima

Art Directors: Hiroki Nakamura, Yusuke Kitani

## **Cyber Lions**

### **Silver**

Advertiser: TOKYO FM Broadcasting Co., Ltd./Honda Motor Co., Ltd.

Product/Service: Honda Sweet Mission GLOBAL RESEARCH SHOW

Title: "Honda Sweet Mission GLOBAL RESEARCH SHOW"

Creative Directors: Aco Suzuki, Yugo Nakamura

Copywriter: Aco Suzuki

Art Directors: Yugo Nakamura, Takafumi Kamata

Production Companies: Tha Ltd. / TOHOKUSHINSHA FILM CORPORATION

### **Bronze**

Advertiser: Shiseido Co., Ltd.

Product/Service: Corporate

Title: "Seeds of Beauty"

Creative Directors: Hirozumi Takakusaki, Nobuko Funaki

Copywriter: Nobuko Funaki

Art Directors: Hirozumi Takakusaki, Hiroki Nakamura

Advertiser's Supervisors: Wataru Kajita, Masato Kosukegawa, Shoko Yoshida, Koji Kubo,  
Yumi Tokunaga

Production Company: SEMITRANSPARENT DESIGN

## **Promo Lions**

Advertiser: Japan Dairy Council

Product/Service: Milk

Title: "Ask Milk!" Campaign

Creative Director: Yuya Furukawa

Copywriters: Yoshimitsu Sawamoto, Miwako Hosokawa , Sohei Okano

Art Director: Osamu Sasanuma

Campaign Producer: So Yamada

Promotion Planner: Shinsaku Ogawa

Production Company: DENTSU TEC INC.

## **Film**

### **Bronze**

Advertiser: Japan Dairy Council

Product/Service: Milk

Title: "Love Letter"

Creative Director: Yuya Furukawa

Copywriters: Yoshimitsu Sawamoto, Miwako Hosokawa , Sohei Okano

Art Director: Osamu Sasanuma

Production Company: DENTSU TEC INC.

**Media Lions**

**Bronze**

Advertiser: Toyota Motor Corporation

Product/Service: Corporate

Title: "EXPERIENCE IT

- Toyota Newspaper Ads Supporting the Turin 2006 Winter Olympic Games"

Creative Directors: Ichiro Kamata, Takehito Suzuki, Kenichi Hatano

Copywriters: Shunichi Shibue, Shimpei Matsumura, Takayoshi Murakami

Art Directors: Kenichi Hatano, Ayumi Sakai

Production Company: ADBRAIN Inc.

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