

FOR IMMEDIATE RELEASE

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## **Dentsu Named Agency of the Year Japan at the CLIO Awards 2016 and Wins the GRAND CLIO at the CLIO Health**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) was named Agency of the Year Japan while Taproot Dentsu was named Agency of the Year India at the 57th CLIO Awards<sup>1</sup>, announced on December 7. It was Dentsu's second consecutive win in the Agency of the Year X Country<sup>2</sup>. Dentsu took away a total of seven Statues, including three Gold, two Silver and two Bronze at this year's CLIO Awards. These awards propelled Dentsu to capture the title.

In addition, Dentsu also received the top award, GRAND CLIO, one Gold and two Bronze at the CLIO Health<sup>3</sup>.

Dentsu results are as follow:

### **CLIO Awards**

Gold

[Brand Design]

- Second Life Toys (Green Ribbon Project Committee)
- Life is electric (Panasonic Corporation)
- WORLD TABLE TENNIS CHAMPIONSHIPS 2015 (TV TOKYO Corporation)

Silver

[Brand Design]

- Life is electric (Panasonic Corporation)
- Another Mountain (Yoshida Hideo Memorial Foundation/ Advertising Museum Tokyo)

Bronze

[Brand Design]

- Pure Design (Yoshida Hideo Memorial Foundation/ Advertising Museum Tokyo)

[Public Relations]

- OPEN ROAD PROJECT (Toyota Motor Corporation)

## **CLIO Health**

GRAND CLIO

[Public Relations]

—Second Life Toys (Green Ribbon Project Committee)

Gold

[Design]

—Second Life Toys (Green Ribbon Project Committee)

Bronze

[Direct]

—Second Life Toys (Green Ribbon Project Committee)

[Innovation]

—Second Life Toys (Green Ribbon Project Committee)

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1. Founded by Wallace A. Ross in 1959, the CLIO Awards is the world's most recognized international awards competition for advertising, design, digital and communications. Originally conceived to honor American advertising, the CLIO Awards expanded in 1965 to include international work and today receives more than 10,000 entries annually, 65% of which come from outside the U.S. URL: <http://clios.com/>
  2. Agency of the Year X Country was newly established as an award in 2015. Each year, for the top 15 countries of that year, the agency that has won the most award Statues is named Agency of the Year for each respective country.
  3. CLIO Health—established in 2009—is a specialist competition in the healthcare domain. Awards are presented in a broad array of categories—such as film, design and digital—to recognize innovative creative works.

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