

FOR IMMEDIATE RELEASE

September 5, 2017

Dentsu Named Agency of the Year at Ad Stars 2017

Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Toshihiro Yamamoto, capital: 74,609.81 million yen) was awarded Agency of the Year at Ad Stars 2017. The award ceremony was held on August 26 in Busan, Korea.

In addition, the Dentsu Group received a total of 30 awards, including 2 Grand Prix, 2 Gold, 15 Silver, and 11 Bronze, representing a testament to the Group's creative strengths.

The number of awards won in each category is as follows.

Film:	One Gold
Print:	Two Silver
Radio:	One Bronze
Interactive:	One Silver, Two Bronze
Mobile:	One Grand Prix, Four Silver, Three Bronze
Promotion:	Two Silver, One Bronze
Direct:	One Gold, One Silver
Media:	Two Silver
Design:	Two Silver, Two Bronze
Film Craft:	One Bronze
Video Stars:	One Grand Prix, One Silver, One Bronze

AD STARS was founded in 2008 with the support of Busan City and the Korean government. Although it is an Asian Festival, alongside Spikes Asia and ADFEST it is unlike the other two in that it receives entries from around the world. This year's Ad Stars received more than 21,000 entries in 18 categories: Film, Print, Outdoor, Radio, Interactive, Mobile, Promotion, Direct, PR, Integration, Media, Innovation, Design, Film Craft, PSA (Public Service Advertisement), Diverse Insights, Place and Video Stars.

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