

July 19, 2024

Yasuharu Sasaki Named Jury President of the Evolution and Creative Use of Data Categories at the London International Awards (LIA)

Dentsu Group Inc. (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; President & Global CEO: Hiroshi Igarashi; Head Office: Minato-ku, Tokyo; the Company and its Group companies are hereinafter collectively referred to as “dentsu”) announced that Yasuharu (Yasu) Sasaki, Global Chief Creative Officer, dentsu, has been selected as President of the Jury for the Evolution and Creative Use of Data categories at the London International Awards (LIA)*, an international advertising awards competition that will be held on-site from September 29 to October 7, 2024.



This year's LIA consists of a total of 29 categories, with award-winning entries selected after rigorous screening. The judging process is transparent, with the chair leading jury members selected with consideration for DEI and playing a central role in discussing the creativity and execution of each entry.

Of the two categories to be chaired by Yasu, the Evolution category recognizes entries that move away from the status quo, break new barriers, and demonstrate evolution (advancement and progress), while the Creative Use of Data category recognizes entries in which the use of data has contributed to the enhancement of creativity.

Yasu commented, “When data is infused with the power of ideas, innovation is more likely to occur. The more creativity pushes the boundaries, the easier it is for evolution to occur. It is a great honor to judge these two exciting categories. I look forward to seeing the ideas that will transform the world.”

*The London International Awards were established in 1986 as the London International Advertising Awards (LIAA). In 2004, the word “advertising” was dropped from the name of the awards, and they were reborn to recognize a wider variety of creative ideas and execution. Each year, after on-site judging in Las Vegas, USA, where the awards for each category are announced, the total points earned by each company are calculated over the following month. This year, the Global and Regional of the Year Awards are planned to be announced on November 7.

URL: <https://www.liaawards.com/>

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