

August 27, 2024

**Dentsu Wins Four Top Awards at MAD STARS 2024,
Including “Grand Prix of the Year” and “Holding Company of the Year”**

Dentsu (brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: President & Global CEO; Hiroshi Igarashi) announced it won a total of 32 awards, including four top awards, at the Busan International Marketing Advertising Festival “MAD STARS 2024,” held in Busan, South Korea, on August 21-23, 2024.



The four highest awards won by dentsu are as follows:

- Grand Prix of the Year:

Awarded to the most creative work of the year, selected from among all the P&S (Product & Service) Grand Prix entries (17 categories in total, excluding Public Service) by the Executive Jury after all the Grand Prix have been selected. This award contributed greatly to winning Holding Company of the Year, Network of the Year, and Agency of the Year.

- Holding Company of the Year:

Newly established this year. This award is given to the most creative holding company.

- Network of the Year:

Awarded for the third time. This award is given to the most creative network (corporate group).

- Agency of the Year:

Awarded for the fourth time. Awarded to the most creative single agency (company).

In addition, Dentsu received the following awards, bringing the total award count to 32.

Grand Prix: 5 categories, Gold: 2 categories, Silver: 5 categories, Bronze: 9 categories, Crystal: 7 categories



Holding Company of the Year Award Ceremony

Dentsu Inc., one of major group companies in our Japan business, won Grand Prix of the Year for “MY JAPAN RAILWAY” (Brand: JR GROUP), as well as Grand Prix in 3 categories; Integrated, Brand Experience & Activation, and Direct.



Receiving the “MY JAPAN RAILWAY” Grand Prix

In addition, Dentsu Inc. was awarded Grand Prix in the Film and Interactive categories for “Fries Beat 2024” (brand: McDonald's Japan) and “Project Humanity” (brand: NTT), respectively.

* “MAD STARS” is an advertising festival that has been held under the auspices of Busan City, South Korea since 2008, and it is the only advertising festival in Asia that accepts advertising works submitted from all over the world. In 2022 the name was changed from AD STARS to MAD STARS, and the festival aims to share creative solutions that will change the world in marketing, advertising, and digital content.

MAD STARS website: <https://www.madstars.org/adstar/main/AdstarMainView.do>

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