

April 9, 2024

Dentsu Japan Exhibits a Booth at Tokyo Rainbow Pride for the Eighth Consecutive Year

– Introducing Pride Actions for the Diverse Spectrum of Sexuality and Life –

Dentsu Japan (Brand: dentsu Japan; Location: Tokyo; Representative: CEO Takeshi Sano; hereinafter referred to as “dentsu Japan”), which oversees and supports dentsu’s business in Japan, announced that it will exhibit a booth at Tokyo Rainbow Pride 2024 (TRP2024) ^{*1}, an event sponsored by the specified non-profit organization Tokyo Rainbow Pride^{*2}. The event is one of the largest LGBTQ+-related events in Asia, and will be held from April 19 to 21.

Dentsu aims to help realize a vibrant society where people enjoy a fulfilling life through “people-centered transformation,” and is working to promote the concept of diversity, equity and inclusion (DEI) in a wide range of areas, including gender equality and multicultural inclusion^{*3}.

At TRP2024, an event in which dentsu has participated for the eighth consecutive year^{*4}, dentsu Japan focuses on the survey result^{*5} of “although awareness of LGBTQ+ inclusion is high at approximately 80%, there is a gap between the rate of awareness and behavior, as less than 20% use gender-neutral language.” Based on this finding, dentsu Japan will hold a Pride Action Exhibition to introduce specific LGBTQ+ support actions for visitors to put them into practice. This includes facilities such as 3D photo booth where visitors can learn about and enjoy pride actions that can be put into practice from day one to celebrate the diverse spectrum in sexuality and life. In addition, distribution of Pride Action Stickers for visitors are planned (distribution will end once supplies run out).

■ Dentsu Japan Exhibition Overview

Date: April 19 (Friday) to April 21 (Sunday), 2024

Time: 11:00–18:00 (13:00–18:00 on the first day)

Location: Yoyogi Park Event Plaza, Tokyo



Image of the dentsu Japan booth at TRP2024

Dentsu Japan will continue to further promote various initiatives related to DEI, including LGBTQ+, not only in Japan but also on a global level.

■ Comment from Atsuko Kuchiba, Chief Diversity Officer, dentsu Japan

"I have been appointed as Chief Diversity Officer of dentsu Japan with effect from January 2024. Dentsu Japan, which promotes DEI and positions LGBTQ+ as an important theme, is implementing various in-house initiatives including system reforms and the introduction of original training to create a comfortable working environment for LGBTQ+ employees. This is the eighth time since 2015 that we have set up a booth for this event. We hope to utilize the creativity of dentsu Japan to help empower all LGBTQ+ people and allies, including visitors to the event."

< Reference: Dentsu Group Inc.'s LGBTQ+-related initiatives >

The Group is actively engaged in activities to promote LGBTQ+ inclusion and has received various evaluations and certifications from external organizations.

In 2023, the Group not only received the highest rating of "Gold" for the second consecutive year in the PRIDE Index, an index that evaluates corporate LGBTQ+ initiatives in Japan, but has also received its "Rainbow" award*⁶, an award that recognizes companies that have implemented initiatives with collective impact*⁷.

In addition, the Group has been expressing support for "Business for Marriage Equality," an initiative that has been promoting marriage equality (the legislation of same-sex marriage) in Japan since 2022*⁸.

Furthermore, the Group was selected for the first time as a component of the Dow Jones Sustainability World Index*⁹, a global ESG investment index. It was recognized for its high scores in the areas of expanded ESG-related disclosure, respect for human rights, human capital development, and talent attraction and retention.

dentsu japan

- *1: The Tokyo Rainbow Pride, one of the largest LGBTQ+ events held in Asia, has been held since 2012 with the aim of promoting the existence of sexual minorities including LGBTQ+ in society and celebrating the diversity of sexuality and life.
<https://tokyorainbowpride.com/english/>
- *2: Please see the following website for details on the specified non-profit organization Tokyo Rainbow Pride.
<https://tokyorainbowpride.org/> (Japanese language only)
- *3: Please see the "Diversity, Equity & Inclusion Report" below for further details.
<https://www.group.dentsu.com/en/news/release/001098.html>
- *4: Participating dentsu entities vary depending on the year, such as Dentsu Group Inc. and Dentsu Diversity Lab, an organization within Dentsu Inc.
- *5: Taken from the "LGBTQ+ Survey 2023" conducted by Dentsu Group Inc. Please see the following press release for more details.
<https://www.group.dentsu.com/en/news/release/001047.html>
- *6: Please see the following press release for more details on the PRIDE Index.
<https://www.group.dentsu.com/jp/news/release/001062.html> (Japanese language only)
- *7: Please see the following website for more details on collective impact.
<https://workwithpride.jp/pride-i/rainbow/> (Japanese language only)
- *8: Please see the following press release for more details on the "Business for Marriage Equality" initiative.
<https://www.group.dentsu.com/en/news/release/000836.html>
- *9: Please see the following press release for more details on the selection for the Dow Jones Sustainability World Index.
<https://www.group.dentsu.com/en/news/release/001093.html>

About dentsu Japan

One of four global regions, dentsu Japan represents the Japanese business brand and oversees and supports business within Japan including Dentsu Inc., the world's largest single brand agency. The approximately 23,000 professionals supporting the brand, integrate solutions that maximize value provision including AX (sophisticated advertising communications), BX (overall business transformation), CX (customer experience transformation), and DX (marketing infrastructure transformation). As an Integrated Growth Partner, dentsu Japan will contribute to the growth of client companies and the sustainable development of society.

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