

April 17, 2024

**Dentsu Japan Strengthens Its System to Support Marketing Activities
Targeting Generation Z on a Global Scale
— White Paper on Gen Z Insights in Seven Asian Markets Published —**

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, together with its core company Dentsu Inc. (Location: Tokyo; Representative: President & CEO Takeshi Sano) at the center of operations, strengthens its system to support marketing activities targeting Generation Z*¹ on a global scale.

Generation Z is the generation that will play a central role in future consumption, and is attracting attention as a group that will influence the world's values and trends. Dentsu Japan, through subsidiaries such as Dentsu Inc. and Dentsu Digital Inc., has been supporting the marketing activities of client companies by conducting a wide range of research on Generation Z, mainly in Japan, from quantitative research through to qualitative research that draws out insights.

The dentsu Youngster Research Unit: Wakamon*², a planning and creative unit within Dentsu Inc., has recently expanded the scope of its research globally, and as a first step it has published a white paper on the new values of Generation Z in seven Asian markets (Japan, Taiwan, Indonesia, Thailand, Vietnam, The Philippines and Malaysia) under the theme of "friendship."

Dentsu is promoting organizational transformation in four business regions around the world, including dentsu Japan, under the banner of "One dentsu." Approximately 71,000 employees are working together across the globe to develop a system that supports the business transformation of client companies. As part of this initiative, dentsu Japan will globally deploy its wealth of knowledge and the ability to generate ideas regarding Generation Z, and by combining these with the knowledge of each of the business regions, will provide even more powerful support for the marketing activities of client companies on a global scale.

Dentsu Japan will continue to promote "One dentsu," support client companies, and contribute to the growth of society as a whole.

*1: Refers to young people born between the mid-1990s and the early 2000s.

*2: For more information on the dentsu Youngster Research Unit: Wakamon, please see the following website.
<https://dentsu-wakamon.com/> (Japanese only)

*3: For more information on this white paper, please see the following Dentsu Inc. press release.
<https://www.dentsu.co.jp/news/business/2024/0417-010717.html> (Japanese only)

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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