

Cannes Lions 2026 Japan Winners

Prize	Lion	Cat. No	Title	Brand	Product / Service	Entrant / Idea Creation	Production Companies
Gold Lion	Industry Craft	F01/025	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo
Silver Lion	Design	A01/002	TIGRIS – CONDENSED IDENTITY	TIGRIS	TIGRIS	HAKUHODO, Tokyo / ANYWHERE, Tokyo / HAKUHODO DESIGN, Tokyo	EDP GRAPHIC WORKS Tokyo / HAKUHODO PRODUCTS Tokyo / SPICE Tokyo / WHITE Tokyo
Silver Lion	Design	A02/026	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo
Silver Lion	Design	A09/006	CRAFTMAN.SHIPS	SHIPS	SHIPS	HAKUHODO GRAVITY, Tokyo / HAKUHODO CABIN, Tokyo	HAKUHODO CABIN Tokyo / HAKUHODO GRAVITY Tokyo
Silver Lion	Industry Craft	F01/005	CRAFTMAN.SHIPS	SHIPS	SHIPS	HAKUHODO GRAVITY, Tokyo / HAKUHODO CABIN, Tokyo	HAKUHODO CABIN Tokyo / HAKUHODO GRAVITY Tokyo
Silver Lion	Innovation	A01/020	RADIO TIME MACHINE	NICHII GAKKAN CO., LTD.	RADIO TIME MACHINE	TBWA\HAKUHODO, Tokyo	AOI PRO Tokyo / BLACK CAT WHITE CAT MUSIC Tokyo
Bronze Lion	Creative Effectiveness	A04/008	MY JAPAN RAILWAY	JR GROUP	TRAIN TRIP	DENTSU INC., Tokyo	1-10HOLDINGS KYOTO / CREATIVE POWER UNIT Tokyo / DENTSU CREATIVE PICTURES Tokyo / DENTSU INC. Tokyo / LULL INC. Tokyo
Bronze Lion	Audio & Radio	C07/006	VOICE OF FOOD	AJINOMOTO CO., INC.	VOICE OF FOOD	DENTSU INC., Tokyo	DADAB Tokyo / IE3 Tokyo / KOME INC. Tokyo / TYO INC. Tokyo
Bronze Lion	Entertainment Lions for Gaming	B04/006	SILENT CLEANING	KAO CORPORATION	MAGICLEAN, QUICKLE WIPER	WHATEVER, Tokyo	KAO CORPORATION Tokyo / WHATEVER Tokyo
Bronze Lion	Entertainment	A04/035	GOODBYE RX-7: SAYING FAREWELL TO A DEAR FRIEND	MAZDA	MAZDA RX-7	LUCK, Tokyo	LUCK Tokyo
Bronze Lion	Film Craft	B04/035	LIGHT HOLE	KODANSHA LTD.	KODANSHA LTD.	KODANSHA, Tokyo / GEEK PICTURES, Tokyo	GEEK PICTURES Tokyo
Bronze Lion	Industry Craft	C03/005	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo