Dentsu media Rebrands as “dentsu X”





Bangkok – Dentsu Aegis Network announces the launch of dentsu X recently, an integrated agency network combining best-in-class communication and media planning services, content creation, technology, data and behavioural insights, following the rebrand of the Group’s media specialist – Dentsu media. The new proposition, “Experience Beyond Exposure”, relays the brand’s strong belief in the power of experience over exposure. dentsu X is designed to help brands create integrated and personalised marketing solutions to cut through the noise in the media market and meet rapidly changing consumer demands. Moreover, it will help clients escape advertising traps and stay ahead of the game in the ever-evolving business landscape. dentsu X will create a consistent one stop solution services and constantly innovate to get the best outcome for client brands on top of being a true partner to all stakeholders. Besides, reinforcing personalization in the integrated and diversified services, business partners will be provided with borderless business solutions that create experiences between brands and consumers.