



Information

博報堂 広報室

HAKUHODO

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Hakuhodo invents a fork that makes veggies more fun: the Pacoo, a new eating experience that gives kids good veggie memories

Tokyo—March 9, 2018—Hakuhodo Inc., Japan’s second largest advertising agency, is proud to announce that it has invented a fork that makes eating veggies more fun: the Pacoo (trademark pending).

Most children hate vegetables. Pacoo is a fork-shaped dietary education device that cures them of their aversion by making vegetables more fun to eat. When it is time to eat their vegetables, it motivates them to tuck in by playing a funky sound. During the Pacoo project, Hakuhodo formulated insights (hypotheses) on children’s motivation based on observations of them in everyday situations: they are natural mimics, for example, and they love anything that is a game. Applying those insights, we then developed the Pacoo Method, Hakuhodo’s own unique method of motivating kids to eat using sounds and rhythms that they instinctively love. The prototype will be improved in accordance with users’ needs.

Pacoo is the joint creation of two project teams at Hakuhodo: Human X (pronounced “Human Cross”), which develops methods and products that enhance human abilities with scientific thinking, and the Hakuhodo Kodomo-Gokoro Factory, which offers new values to society, and spearheads new social movements, by focusing on the minds of children and delivering content to match. Assistance was provided by Koji Tsukada, Associate Professor of Media Architecture of Future University Hakodate in Hokkaido.

The Hakuhodo booth at the trade show South by Southwest (SXSW) 2018, a showcase for technology startups to begin March 11 in Texas, USA, will feature an interactive demonstration of the Pacoo fork with four different vegetables: carrots, broccoli, eggplant, and tomatoes.



Hakuhodo no longer confines itself to its traditional domain of advertising. By adapting existing technologies to the needs of ordinary people, we enthusiastically come up with ideas for products designed to open up new vistas in life and carve out new markets.

*Interactive demos of the device will be offered to media representatives in Japan after SXSW is over.

About the Pacoo fork

Pacoo is a fork-shaped dietary education device that makes vegetables more fun to eat: it motivates kids to tuck into their vegetables by playing an onomatopoeic sound or rhythm when it is time to eat. It thus delivers a new eating experience that gives toddlers positive memories of vegetables and makes eating them more fun than ever.

About Human X

Human X (pronounced “Human Cross”) is an in-house project team that conducts R&D on enhancing human abilities with scientific thinking. In researching and developing products and solutions, we focus mainly on cross-modal (cross-sensory) technology designed to appeal to the five senses. We take a scientific approach to providing real-life solutions to real-life challenges: how to draw a better line, how to turn yucky vegetables into a favorite treat, how to empower people to do what they never could before, how to make you love what you used to hate. We revolutionize life with scientific thinking while imagining the manifold possibilities that lie beyond the lab.

The Kodomo-Gokoro Factory

The Hakuhodo Kodomo-Gokoro Factory is an in-house project team that, by applying the creative thinking and communication skills unique to an advertising agency, seeks to create new value that makes the world a better place. For the Kodomo-Gokoro Factory, the “inner child” embraces all those feelings and qualities that are innate to all of us yet have been suppressed, such as our inborn human curiosity and the subtlety and acuteness of our senses. The Factory draws on these most human of traits in enriching communication between companies, people, and society at large.

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■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world’s 6th largest advertising agency according to Advertising Age’s “Agency Report 2017.”

” The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuhodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuhodo’s thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

Renowned for its creativity, Hakuhodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions’ 50th anniversary in 2003.

To learn more, visit: www.hakuodo-global.com