



# News

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## Hakuhodo launches Hakuhodo Blockchain Initiative to promote the development of business related to leveraging blockchain technology and building token communities

Tokyo—September 19, 2018—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce the launch of Hakuhodo Blockchain Initiative (HBI) to support and promote the development of business, services and solutions related to the utilization of blockchain technology and the formation of token communities<sup>1</sup>.



HAKUHODO  
BLOCKCHAIN  
INITIATIVE

The development of blockchain technology in recent years has helped secure the credibility of information communicated by *sei-katsu-sha*<sup>2</sup>. The resulting advent of token communities is expected to bring about a “*sei-katsu-sha*-driven society,” where each *sei-katsu-sha* creates social value as an even more visible communicator and actor.

HBI will promote the development of new business leveraging blockchains through the following activities:

- (1) Support for the development of business and services by companies that utilize blockchain technology and create token communities;
- (2) Development of marketing solutions that leverage blockchain technology;
- (3) Accumulation of marketing know-how in services and products related to blockchains, tokens and initial coin offerings (ICO); and
- (4) Research activities, and external communication related to the above.

To reinforce these activities going forward, HBI will work with blockchain technology firms, system/service development firms, token design consulting firms, legal experts, and related industry organizations as an external partner. With these partner companies and professional organizations, we will not only apply technology and carry out demonstration experiments and research activities, but will also aim to deliver new value to society by developing new business for the *sei-katsu-sha*-driven society through the utilization of blockchain technology and formation of token communities.

<sup>1</sup> Token community: A community where large numbers of *sei-katsu-sha* with shared values actively exchange value via tokens implemented by blockchain technology.

<sup>2</sup> *Sei-katsu-sha* are more than simply consumers, just as people’s lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

■ 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 2018."

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.hakuhodo-global.com](http://www.hakuhodo-global.com)

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