

## Hakuhodo revamps its visual identity Commits to using creativity to provide new value

Tokyo—July 1, 2019—Hakuhodo Inc., Japan’s second largest advertising company, has unveiled a new visual identity (VI) and will begin rolling it out across the Hakuhodo Group commencing today.

The digitalization and increasing use of the IoT in society is accelerating thanks to dramatic advances in technology. In the years to come, household appliances, cars, homes, cities, and other touchpoints in the lives of *sei-katsu-sha*<sup>1</sup> will become interfaces for services, and all interfaces will connect with each other across industry boundaries. Companies will see their touchpoints with *sei-katsu-sha* become unlimited and the possibilities for connecting with them interactively will expand.

At Hakuhodo, we believe we are seeing the advent of the *Sei-katsu-sha* Interface Market, where new social structures and new markets will appear.

To play a pivotal role in the *Sei-katsu-sha* Interface Market, we believe that idea generation creativity and idea implementation creativity will be needed. Hakuhodo is undergoing a transformation. We will evolve into a company that uses the creativity we have honed over many years to explore the kinds of experiential value we should provide *sei-katsu-sha* and how to implement them together with all kinds of companies and partners.

We have radically changed our VI to broadly convey internally and externally this Hakuhodo Group mission to provide new value.

### About the new VI



The symbol of the new VI is “The Central Dot.” These dots represent Hakuhodo’s roles going forward.

The first is a starting point. Hakuhodo is a collective of eclectic personalities. Each of our employees serves as the start of something as they think, move and take on challenges independently to create new focal points in lifestyles and society.

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<sup>1</sup> *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.

The second is a connection point. We will link ourselves to various social issues and topics for the future, acting as a hub connecting companies, startups, technologies, content holders, local authorities, NPOs and other players to implement new structures in society.

We trust that you will continue to count on the HakuHodo Group's creativity.

■ 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 4th largest advertising agency according to *Advertising Age's* "Agency Report 2019."

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.

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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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