

## **Hakuhodo, SEEDATA begin collaboration with Roland Berger in the business development domain**

The companies will spur innovation through business creation in Japan and ASEAN

Tokyo—November 19, 2020—Hakuhodo Inc. (Headquarters: Minato-ku, Tokyo; Masayuki Mizushima, President & CEO) and Hakuhodo Group company SEEDATA Inc. (Headquarters: Minato-ku, Tokyo; Hiroyuki Miyai, CEO) have commenced collaborating with business strategy consulting firm Roland Berger, Ltd. (Minato-ku, Tokyo; Jo Ohashi, Managing Partner (Japan)) to pursue innovation through creation of new businesses in Japan and ASEAN.

In addition to creating businesses for clients, this collaboration will create businesses that contribute to solving social issues. Combining Hakuhodo's business creation capabilities and integrated marketing solution building and implementation capabilities, SEEDATA's innovation support methods and Roland Berger's global strategy consulting knowledge and co-creation networks, the collaboration will undertake business creation and innovation support not only in Japan, but also in the ASEAN market.

SEEDATA and Roland Berger will play a central role in supporting business creation for clients, with the two companies providing end-to-end solutions from strategy planning to implementation.

SEEDATA conducts research into “tribes,” or advanced *sei-katsu-sha*<sup>1</sup> that hint at future market trends, in Japan and overseas, including in ASEAN. The company will provide support for the development of businesses using this data, and support for their realization in collaboration with specialist staff and overseas companies of Hakuhodo. In addition, Roland Berger, which has offices around the world, will leverage its track record in providing a wide variety strategy consulting services to Japanese and international companies and its highly regarded expertise in consulting in ASEAN to develop strategies for the new businesses.

Against the backdrop of a mature market and diversifying *sei-katsu-sha* needs at home in Japan, Japanese companies that are striving to create new businesses and making forays into overseas markets, particularly in ASEAN, are increasing in number every year. However, due to an inability to come to grips with market needs in constant flux, in many cases growth is sluggish or the endeavor ends in withdrawal from the market. The collaboration will break through such situations by gaining insight into market environments and *sei-katsu-sha* needs both as they are now and how they will play out in the future, and by rapidly building and implementing sophisticated business strategies through one-stop

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<sup>1</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.

teams. In this way, it intends to advance business creation and innovation at maximum speed in Japan and ASEAN.

Meanwhile, in Hakuholdo-led new business development, the MIRAI (Future) Business Division, the company's dedicated new business development team, will deepen its system for creating businesses that contribute to solving social issues together with SEEDATA and Roland Berger, which possesses global knowledge and co-creation networks.

Going forward, Hakuholdo and SEEDATA will continue to advance innovation through the creation of businesses for various purposes in Japan and ASEAN by leveraging their collaboration with Roland Berger.

### **About Hakuholdo's MIRAI Business Division**

Hakuholdo is expanding its experience in supporting numerous clients' innovation activities by taking on the new challenge of developing businesses in which the company itself becomes an owner. Launched in April 2019, the MIRAI Business Division is a specialized unit for developing new businesses. It brings together consultants, marketing specialists, creators, business producers, technologists, and a broad range of other members from across Hakuholdo. Dedicated to collective business creation, the MIRAI Business Division assembles large teams in collaboration with companies, startups, research institutions, local authorities, and various other partners, to realize large businesses that no one company could achieve alone. Hakuholdo takes on risk in the businesses developed by becoming an owner itself. Through business creation that leverages Hakuholdo's strengths in *sei-katsu-sha* insight and creativity, the Division takes on the challenge of creating future lifestyles and society beyond the businesses themselves.

### **About SEEDATA Inc.**

SEEDATA is a specialist boutique specializing in new business development, new product development, service design, and growth strategy and research theme development planning. SEEDATA's analysts and business designers, who utilize the company's Tribe Database, a proprietary database packed with signs of near-future market trends, support companies' innovation activities end to end, from conception to implementation. <http://seedata.co.jp/>

### **About Roland Berger**

Based in Munich, Germany, Roland Berger is the largest business strategy consulting firm in Europe. The company boasts 52 offices in 35 countries, and over 2,400 consultants. In the Southeast Asia market, it provides attentive support to Japanese companies operating in the region through a Japan Desk run by Japanese expats, as well as local consultants. (Roland Berger Ltd. is the company's Tokyo Office.)

## ■ 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 third largest advertising agency according to *Advertising Age's* "Agency Report 2020."

The HakuHodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world. The Group is strengthening its structure Asia and elsewhere as it prepares to further expand its business worldwide.

*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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Media contact:  
Corporate Public Relations Division  
[koho.mail@hakuhodo.co.jp](mailto:koho.mail@hakuhodo.co.jp)