

## Hakuhodo to start offering Art Thinking School program with Ars Electronica from August

### Learn to drive innovation with Art Thinking

Tokyo—April 26, 2021—Hakuhodo Inc., the world's third largest advertising company, is pleased to announce that it will start offering an Art Thinking School program with the world-renowned creative institute Ars Electronica from August. This online learning program will systematically instruct students in Art Thinking and enable them to master it through hands-on experience. Applications for the program will be accepted from April 26.



The world is becoming an increasingly uncertain place. No longer is it possible to keep up with the pace of change just by rehashing old ideas. Meanwhile, more and more products and services are becoming commodified as technology rapidly advances and data proliferates. Companies therefore need to slough off the old ways of thinking. Alongside *sei-katsu-sha*<sup>1</sup>, they need to create businesses, products, and services that genuinely serve society's needs. Hakuhodo helps companies innovate and create new value by means of Brand Transformation (Note 1), a brand-oriented approach to reinventing business inspired by society and *sei-katsu-sha*.

Hakuhodo and Ars Electronica have designed the Art Thinking School program to foster the mindset and creativity essential to bringing about Brand Transformation. This next-generation training program is rooted in Art Thinking (Note 2), which drives innovation. It will develop the ability to detect signs of coming changes, chart the right course, and forge ahead in the face of obstacles.

The Art Thinking School is an online learning program that generally lasts three months. Here you can hone your creative and cognitive abilities in readiness for your encounter with the future. The collaboration with Ars Electronica will provide a wealth of inspiration. For forty years, this world-renowned creative institute has been contemplating the new creative possibilities offered by high technology and envisioning society's future, above all through Art Thinking. The program will also provide instruction in Hakuhodo's facilitation techniques. Nowhere else can you learn such a combination.

Since starting to work together in 2014, Hakuhodo and Ars Electronica have cooperated on numerous projects that have involved jointly formulating and implementing ideas for society's future. Alongside *sei-katsu-sha*, they will continue to collaborate on creating new value for society in line with the needs of the day.

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<sup>1</sup> "*Sei-katsu-sha*" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

## Note 1: Brand Transformation (BX)

A brand-oriented approach to reinventing business for the completely digitalized era, inspired by society and *sei-katsu-sha*

*Sei-katsu-sha* are constantly connected to everything these days, and that creates new ways to interface with them. A new market has emerged as a result: the “*Sei-katsu-sha* Interface Market.” Branding is undergoing big changes as that market grows. It is becoming more co-creative, more interactive. HakuHodo believes that the key to reinventing and growing your business lies in branding. We support and empower the Brand Transformation of your enterprise by leveraging the latest digital technology to the hilt.

## Note 2: Art Thinking

Here is how HakuHodo defines Art Thinking. It means a way of thinking and acting in response to the questions that arise from art.\* It entails deciding on a course of action as a company or business, engaging in honest dialog regardless of your affiliation or position, and generating innovations.

\*Art comes in many different genres. Our particular focus is on the media arts. Media art is any form of artistic activity that emerges from new technology or uses it as a means of self-expression or creativity. It can, we believe, provide valuable insights into the future of humankind, technology, and society.

### The significance of art as a vehicle for innovation

- Art as Journalism: Revealing what is happening now
- Art as a Compass: Pointing the way you should go
- Art as a Catalyst: Inspiring you and strengthening your determination

## ■ About HakuHodo

Founded in 1895, HakuHodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, HakuHodo is the world's third largest advertising agency according to *Ad Age*'s “Agency Report 2021.” The company is the core agency of the HakuHodo DY Group.

*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.

With *sei-katsu-sha* insight as its cornerstone, HakuHodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, HakuHodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: [www.hakuhodo-global.com](http://www.hakuhodo-global.com)

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- Further Information

### Ars Electronica

Ars Electronica is a world-renowned creative institute located in Linz, Austria. For over forty years, it has been contemplating the new creative possibilities offered by high technology and envisioning society's future. It has four components. The Ars Electronica Festival, held every September, is where art, technology, and society meet. The Ars Electronica Center houses the Museum of the Future. The Prix Ars Electronica is a cutting-edge media arts competition. The Ars Electronica Futurelab is where research and development take place. Together they ceaselessly explore the future of humankind and society.

The Futurelab, Ars Electronica's R&D arm, boasts an international network of artists and scientists. Mobilizing this team, it conducts R&D on new technologies in a wide range of fields and deploys them on the ground. A partner of Hakuhodo since 2014, it has conducted numerous joint projects with Japanese as well as European firms.

<https://ars.electronica.art/news/en/>

### Hakuhodo Brand Innovation Design

A specialized unit within Hakuhodo dedicated to branding and innovation. It provides support with all forms of future-oriented reforms, from new business development to UX, overhauling your organization, and open innovation.

<https://h-bid.jp/>

### Joint Initiatives by Hakuhodo and Ars Electronica

Hakuhodo and Ars Electronica have offered joint services since 2014 with the aim of establishing Art Thinking in Japan. Since 2020, they have dedicated themselves to "Rebranding the Future" with the goal of fostering innovations that are distinctly Japanese. To that end they have organized an online brainstorming session called the Creative Question Challenge, which asks questions that get straight to the point. They have held workshops to generate ideas for proactively changing the future. And they have put together the Art Thinking Program, which empowers you to forge your own mission under the inspiration of art and the artists who produce it. This program consists of several elements. The soon-to-open "School" is designed to embed Art Thinking more deeply in an organization's culture. The "Tour" provides a firsthand experience of Art Thinking. "Projects" enable you to use Art Thinking to imagine the next generation of your business. The program can thus be tailored to the specific challenges and circumstances of different companies.

The Art Thinking Program: <https://www.artthinking.h-bid.jp/>