

Hakuhodo launches Shopper Marketing Initiative a one-stop source of new shopping experiences for the OMO era

This strategic unit spanning nine Hakuhodo DY Group companies brings together 1,000 specialists in different fields

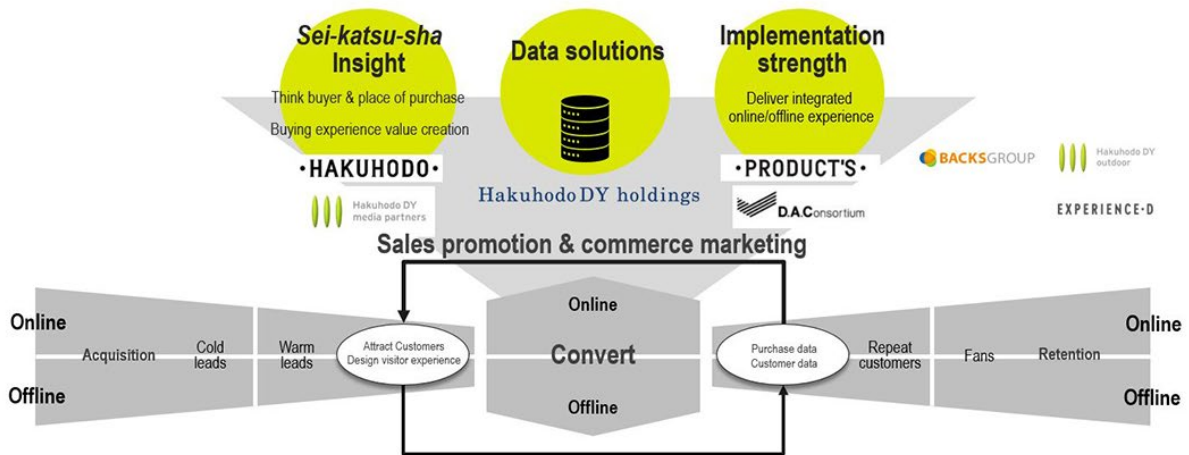
Tokyo—October 29, 2021—Hakuhodo Inc., the world's third largest advertising company, is pleased to announce that it and eight other Hakuhodo DY Group companies (see Note) have launched the Shopper Marketing Initiative. This strategic unit is designed to reinforce digital transformation (DX) architecture for distributors, retailers, and manufacturers and deliver new shopping experiences to *sei-katsu-sha*¹ (shoppers) both online and offline. Having analyzed *sei-katsu-sha* behavior in depth by mining *sei-katsu-sha* data, the Shopper Marketing Initiative provides one-stop support with strategically designing and deploying a rewarding shopping experience, then actually delivering it in store by route sales reps. It thus helps distributors, retailers, and manufacturers grow their business.

Sales promotion and commerce marketing are rapidly going digital—from attracting customers (think fliers and other promotional materials) to the purchase process itself (think D2C and e-commerce). Digitally transforming this entire domain, and thus designing and delivering new shopping experiences where online merges with offline (OMO), is becoming key to boosting corporate competitiveness.

The new Shopper Marketing Initiative is a strategic unit spanning the entire Hakuhodo DY Group. It has evolved from such programs as Shopper Marketing and the Hakuhodo Institute of Shopper Insight, which were launched by Hakuhodo in 2003 and have long set the pace for the rest of the industry. Its forte is generating business success stories for distributors, retailers, and manufacturers by delivering a whole new shopping experience to *sei-katsu-sha*—one that puts their needs first. To that end it combines and deploys online and offline solutions by making sophisticated use of shopper marketing data (such as ID-POS and membership data).

Note: The nine companies are: Hakuhodo, Hakuhodo DY Media Partners, Hakuhodo DY Holdings, D.A.Consortium, Hakuhodo Product's, Hakuhodo DY Outdoor, CEREBRIX, Experience D, and Backs Group.

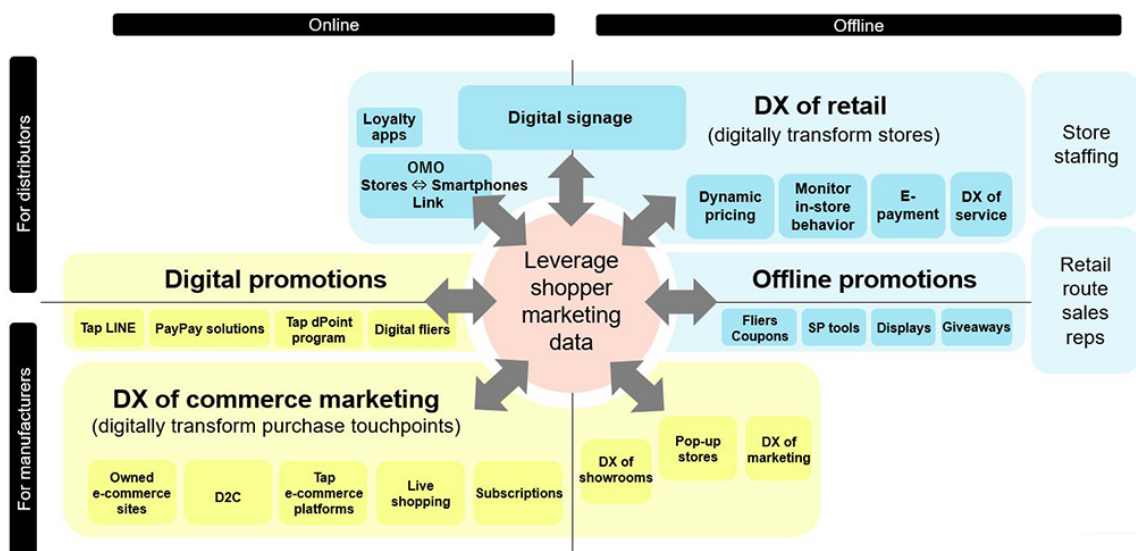
¹ *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.



Shopper Marketing Initiative designs the overall shopping experience while leveraging shopper marketing data. Here HakuHodo plays the central role. In the areas of digitally transforming retail, digitally transforming commerce marketing, digital sales promotions, and offline sales promotions, the Initiative delivers solutions in partnership with Group companies possessing expertise in advertising and sales promotion, including HakuHodo DY Media Partners, D.A.Consortium, HakuHodo Product's, and HakuHodo DY Outdoor. CEREBRIX, Backs Group, and Experience D handle the part of the process from store staffing and dispatching route sales reps through store layout. They actually get your product in bricks-and-mortar stores, an important touchpoint with shoppers. Shopper Marketing Initiative is thus a one-stop source for value-creating, next-generation shopper marketing solutions. In addition, it builds a system of alliances optimized to the solutions it delivers.

■ Functions performed by the Shopper Marketing Initiative

- (1) DX of retail (digitally transforming stores)
- (2) DX of commerce marketing (digitally transforming purchase touchpoints)
- (3) Digital sales promotions
- (4) Offline sales promotions
- (5) Leveraging shopper marketing data



■ About the Shopper Marketing Initiative

A strategic unit embracing nine members of Hakuholdo DY Group: Hakuholdo, Hakuholdo DY Media Partners, Hakuholdo DY Holdings, D.A.Consortium, Hakuholdo Product's, Hakuholdo DY Outdoor, CEREBRIX, Experience D, and Backs Group. It pools all nine companies' expertise and brings together some 1,000 specialists working in different fields. Transcending organizational and functional boundaries, it operates organically as a single seamless team.



Team Leader: Shinya Tokuhisa, General Manager, Shopper Marketing Business Division, Hakuholdo

Team Sub-leader: Takehisa Ogaki, Senior Executive Officer, Hakuholdo Product's

■ About Hakuholdo

Founded in 1895, Hakuholdo 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, Hakuholdo is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021." The company is the core agency of the Hakuholdo DY Group.

Sei-katsu-sha insight is the foundation for Hakuholdo'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. Hakuholdo 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, Hakuholdo 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, Hakuholdo 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.hakuholdo-global.com

Media contacts:
Corporate Public Relations Division
koho.mail@hakuholdo.co.jp