

## Hakuhodo joins Well-BeingX, a global open innovation program that aims to realize all kinds of well-being

### Will propel the collective development of businesses with major companies and startups

Tokyo—March 8, 2022—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that its MIRAI Business Division, an organization that develops new businesses, has joined Well-BeingX, a global open innovation program powered by Scrum Studio, Inc. (Headquarters: Shibuya-ku, Tokyo; Masami Takahashi, President).

Well-BeingX is a business co-creation program that brings together Japanese companies and startups from around the world to realize all kinds of well-being personalized to individual needs. As a supporter of the initiative, Hakuhodo will accelerate the co-creation of businesses in collaboration with Well-BeingX partner companies and participating startups.

Hakuhodo's MIRAI Business Division is, with Professor Hiroaki Miyata of the Keio University School of Medicine, engaged in the Better Co-Being Project (<https://bettercobeing.jp/>), which aims to realize the well-being of every *sei-katsu-sha*<sup>1</sup>. Respecting the diverse ways in which individuals may live, the Division works as a collective business on joint research and business development toward realizing well-being across society with a variety of partners that share its vision.

The MIRAI Business Division has joined Well-BeingX because the society envisioned by the newly-launched program closely matches that which the Division aims to realize: a society in which each *sei-katsu-sha* can pursue their own kind of well-being and make the most of each other's personalities.

Social changes are opportunities for positive change toward the future. Well-BeingX will, through open innovation between companies from various industry categories and outstanding startups from around the world, co-create businesses that will lead to the creation of a "well-being society" where diverse individuals can express their talents. Further, having secured the participation of leading local authorities that are tackling local challenges and Japanese and international mentors who have specialist knowledge and contacts in the relevant domains, the program aims to increase its value through collaboration among a diverse array of stakeholders. Through future commercialization that goes beyond testing and proof of concept, the program aims to socially implement services and apps that have high value from a *sei-katsu-sha* perspective.

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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.

In line with its dedication to collective business creation, Hakuhodo's MIRAI Business Division will work with Scrum Studio, Well-BeingX partner companies, startups and local authorities to conceptualize, develop and implement services that will further enrich *sei-katsu-sha* so as to realize a future well-being society.

#### ■ 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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## Reference

### About Well-BeingX



Illustration of Well-BeingX

- Powered by: Scrum Studio, Inc.
- Official website: <https://www.well-beingx.com/>
- Program length: Three years, spanning March 2022–December 2024  
The first year program will tentatively run March–December 2022
- Schedule (tentative first year program):  
Startup application: March 8–May 31, 2022  
Startup selection: June–July 2022  
Mentoring and business development: July–December 2022  
Demo Day (Results presentation event): December 2022
- Background to the establishment of Well-BeingX:  
Well-being is a concept that refers to good physical, mental and social condition.

In recent years, interest in realizing a well-being society in which the needs of all individuals are met has been growing. That goes not just for economic growth perspectives. Focusing on the life quality/satisfaction and socioeconomic quality/wealth of individuals, it also goes from corporate management perspectives, including workstyle reform and the necessity of building a society where everyone can express their talents.

Further, as individuals and companies rethink various values in light of such dramatic shifts as digitalization on a global scale and societal changes and increased awareness of health as a result of the COVID-19 pandemic, the need for and opportunities of social implementation of innovations that draw on new technologies and business models are likely to continue to expand.

Such changes are opportunities for positive change toward the future. Through open innovation by companies and startups across industry categories, Well-BeingX aims to contribute to the realization of a well-being society that provides a multitude of options that meet the needs of each individual.

## **About Scrum Studio, Inc.**

Helping Japanese companies and global startups to create new businesses, Scrum Studio undertakes a global accelerator program that supports co-creation between startups and major company partners from various industry categories using open innovation methods, and joint-venture-based incubation projects involving spinout entrepreneurs from major companies. Additionally, the company operates Scrum Connect Online, an online platform that delivers the latest startup and tech information from the United States. Scrum Studio drives the creation of new businesses and value between Japanese companies and startups from around the world.

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

Launched in 2019, the MIRAI Business Division is a Hakuodo unit dedicated to developing new businesses. Based on a commitment to collective business creation, Hakuodo itself becomes an owner of the businesses developed and brings together a variety of partners with the goal of creating new businesses of value to *sei-katsu-sha*. Drawing on Hakuodo's strengths in creativity and bringing stakeholders together, the Division designs new societies and industries of the future.

<https://mirai-biz.jp/>