

## Hakuhodo designs Web3 NFT giveaway campaign

Calbee Potato Chips “NFT Chips Campaign” features Japan’s first freebie NFTs  
that grow with each purchase

Tokyo—April 12, 2023—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that today, Wednesday, April 12, its MIRAI Business Division will launch the Calbee Potato Chips “NFT Chips Campaign” in partnership with Tokyo-based Calbee, Inc. and CryptoGames Inc., and Singapore-based DataGateway Pte. Ltd. This is the first-ever campaign in Japan<sup>1</sup> to give away NFTs that steadily grow and evolve with each purchase. It also features the wappa data wallet developed by Hakuhodo and DataGateway. The MIRAI Business Division is Hakuhodo’s unit dedicated to creating new businesses that transcend the bounds of advertising.

In July 2022, Hakuhodo teamed up with Calbee and CryptoGames to implement an NFT gaming activation within the farming simulation game Astar Farm. Then, in December 2022, it strengthened its presence in the Web3 domain by launching HAKUHODO KEY3, which plans and runs Web3 hackathons, in partnership with Sota Watanabe, CEO of Singapore-based Startale Labs Pte Ltd, developer of the Astar Network, a public blockchain originating in Japan.

The NFT Chips Campaign is Hakuhodo’s second NFT activation in collaboration with Calbee. Each time customers make an eligible purchase, they receive a bonus “Potato NFT,” which they then water and look after to reach the next level. They get to enjoy watching their NFTs grow and evolve. Calbee has to date rolled out a wide variety of what it calls “character chips,” including its Pro Baseball chips, but this is its first venture into selling potato chips that come with giveaway NFTs. It is also the first-ever campaign in Japan to give away NFTs that steadily grow and evolve with each purchase. A wallet for storing and managing the NFTs—the wappa data wallet jointly developed by Hakuhodo and DataGateway—is being introduced as part of the campaign. This is designed on the Web3 principle that you, not some business, should control your personal data. None of the data collected and held by wappa is shared with a company unless the individual consents, and then only anonymously. The goal is to turn wappa into a service for securely managing not just NFTs but a wide range of data, as well as various types of certificates.

By leveraging *sei-katsu-sha*<sup>2</sup> insight and creativity, Hakuhodo aims to create great Web3 experiences alongside a multitude of corporate partners—and thus usher in a world where more *sei-katsu-sha* can participate in Web3.

The campaign will end May 31.

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<sup>1</sup> The first giveaway campaign to offer NFTs whose growth is linked to purchases. According to research by CryptoGames Inc., as of April 11, 2023.

<sup>2</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.

## ■ 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, the company is the core agency of the Hakuhodo DY Group, the world's 8th largest agency company according to *Ad Age's* "Agency Report 2023."

*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 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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• Overview of the NFT Chips Campaign



Dates: 10:00 a.m., Wednesday, April 12–11:59 p.m., Wednesday, May 31

Description: (1) Buyers are awarded a free Potato NFT when they purchase an eligible Calbee product, fold the package into an “Ori-pake,” and scan it with the Calbee smartphone app Calbee Lbee Program. (The campaign will end as soon as the NFTs run out.) Ori-pake is an origami-like activity designed to reduce the volume of garbage, and thus the number of garbage bags used, by folding empty packages to a compact size before throwing them away. The Potato NFT grows every time the empty package of an eligible product is registered on Lbee Program. Once a buyer registers five packages, they get to harvest a character from the virtual “Jagaverse” world.

(2) One hundred lucky buyers who harvest a randomly appearing “gold character” will receive six free bags of CHIPS NEXT Yokunetaimo Kitaakari potato chips, which are available only from the Calbee official online shop. (Delivered within Japan only.)

[Calbee official online shop](https://www.calbee.co.jp/chipsnext/) | [CHIPS NEXT \(calbee.jp\)](https://www.calbee.co.jp/chipsnext/) (in Japanese)

(3) Owners of Potato NFTs will get to enjoy totally new digital experiences.

Who is eligible: Buyers who

- download the Calbee Lbee Program app (<https://www.calbee.co.jp/lbeeprogram/>);
- fold the package of any eligible product (Potato Chips Usu-Shio, Consomme-Punch, or Nori-Shio) into an Ori-pake and scan it with the Calbee Lbee Program;
- have registered a wappa NFT management service account in the Calbee Lbee Program.

## Further Information

### About Calbee, Inc.

Food manufacturer and seller Calbee Group aims to deliver new value to customers through communication campaigns incorporating the latest technology, such as this NFT activation.

Company name:	Calbee, Inc.
Established:	April 30, 1949
Capital:	12,046 million yen
Representative Director, President & CEO:	Makoto Ehara
Business content:	Manufacture and sale of snacks and foods
Website:	<a href="https://www.calbee.co.jp/en/">https://www.calbee.co.jp/en/</a>

### About CryptoGames Inc.

NFT services developer CryptoGames Inc. officially released CryptoSpells, a blockchain game that can be played without an Ethereum wallet, on June 25, 2019. Cloud sales crossed the 900 ETH mark, a new record in Japan at the time. In June 2020, the company aired its first commercial on broadcast TV. In March 2021, it released NFTStudio, a platform on which creators can sell NFTs and accept payments by credit card. In April 2021, it began offering NFTStudio OEM.

Company name:	CryptoGames Inc.
Established:	April 20, 2018
Capital:	73 million yen (including reserves)
CEO:	Kota Ozawa
Business content:	The blockchain game CryptoSpells, development and management of NFT services
Website:	<a href="http://cryptogames.co.jp/">http://cryptogames.co.jp/</a>
Email:	info@cryptogames.co.jp

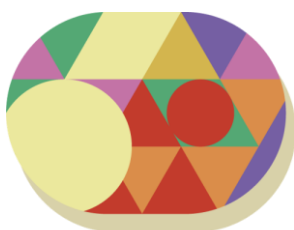
### About DataGateway Pte. Ltd.

DataGateway is dedicated to the vision of bridging the worlds between Web 2.0 and Web 3.0. As a technology research and development leader, it works to realize “Data Self-Sovereignty” by developing and providing innovative products and services that utilize data wallets.

Company name:	DataGateway Pte. Ltd.
Location:	Singapore
CEO:	Kazuya Saginawa
Website:	<a href="https://datagateway.network/">https://datagateway.network/</a>
LinkedIn:	<a href="https://www.linkedin.com/company/datagateway-pte-ltd/">https://www.linkedin.com/company/datagateway-pte-ltd/</a>

### About wappa

wappa is a service that empowers individuals to securely manage their own personal data, including NFTs. Until now personal data has generally been controlled by businesses. wappa aims to achieve a world where individuals have control of their own data. None of the data collected and held by wappa is shared with a company unless the individual consents, and then only anonymously.



**wappa**