

## **Hakuhodo and Hakuhodo DY Music & Pictures launch Fanfare, a global team to help scale fandom for Japanese entertainment content**

Tokyo—January 13, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce the launch of Fanfare, a global team to help scale fandom for Japanese entertainment content throughout the world, mobilizing the knowledge and networks across the Hakuhodo Group in collaboration with Hakuhodo DY Music & Pictures Inc., a company specialized in the planning, production, distribution and promotion of entertainment content including anime and movies. This will enable us to support global rollout and fandom expansion for anime, manga, movies, music, games and other entertainment content made in Japan.

# FANFARE

The Hakuhodo Group has long supported many projects in various entertainment areas, respecting the aspirations and cultures of creators and producers to pull the heartstrings of *sei-katsu-sha* (our term for the holistic person).

Having won dedicated fans over the years, Japanese entertainment content has the power to stimulate feelings in *sei-katsu-sha* around the world, across national and cultural boundaries. Making the most of this potential, we will help deliver to the world the fun, joy and excitement aroused by anime, manga, movies, music, games, and other content.

Fanfare, a Group-wide global team built on the knowledge accumulated by the Hakuhodo Group, represents our flagship solution for ensuring global recognition of the value of Japanese entertainment content. Through co-creation with a variety of partners and fans inside and outside Japan, we are committed to connecting the attractiveness of content and the energy of fans for sustainably scaling the circle of emotions.



At Fanfare's core are the following five approaches:

### ■ Key features of Fanfare: Five approaches

#### **Japan IP Expert Collective**

The Hakuholdo Group is a collective of people with deep insights and varied expertise in entertainment content including anime, manga, movies, music and games. Building on a track record of collaboration with content holders over the years, including leading publishers and gaming companies in Japan, we powerfully assist the global rollout of IP, providing end-to-end support from IP creation to creative communication, content activation and tie-ups with sponsors.

#### **Fandom Spark Network**

This is a global network that delivers the attractiveness of Japanese content to each country in a localized manner, working with entertainment-loving local staff across the globe to gain understanding of fan culture on the ground. Fusing our understanding of local *sei-katsu-sha* with the knowledge of specialists, we form co-creation teams to connect fans with clients.

#### **Global Fan Culture Lab**

Centered on Hakuholdo's *Sei-katsu-sha* Insight philosophy, we study the energy and cultural background of entertainment fandoms across the globe. Leveraging our global network, we provide knowledge for content producers and companies to build even more fruitful relationships with their fans.

#### **Fan Data Intelligence**

To identify the sources of fans' energy, we integrate qualitative fandom insight analysis with quantitative data analysis by data scientists. We thus gain a broad understanding of how content generates empathy, amplifies energy and builds fandom in every part of the world from the aspects of emotions and data.

#### **Fan Echo Framework**

We perform multi-layered analysis of fandom by fusing our knowledge of emotions and data. We thus identify the tipping points to amplify fans' energy in waves, from the layer of core fans to the light and mass layers, for more detailed analysis of the energy structure of fans and triggers for their empathy by country and by layer.

Under the banner of Fanfare, Hakuholdo and Hakuholdo DY Music & Pictures will continue to provide support on a global scale aiming for a future in which entertainment content from Japan is embraced in every part of the world with "localized empathy." We are committed to sustained fandom expansion and the creation of new value through a co-creative approach so that clients and fans may get together and create together.

### **About Hakuholdo DY Music & Pictures**

Trade name: Hakuholdo DY Music & Pictures Inc.

Established: October 1990 (commenced operations in October 2003)

Location: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo

Business activities: Movie and anime planning, development, production, distribution, advertising and sales; planning and production of social media games, etc.

### ■ 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, the company is the core agency of Hakuholdo DY Holdings, one of the world's top 10 largest agency companies according to *Ad Age's* "Agency Report 2025."

*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](http://www.hakuholdo-global.com)

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