

Hakuhodo signs sponsorship agreement with Ehrenberg-Bass Institute of Marketing Science, becoming the first Japanese advertising company to establish such an agreement

Strengthens the scientific backing of proprietary research to accelerate the implementation of evidence-based marketing and the development of organizations and talent

Tokyo, October 1, 2026—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, has entered into a sponsorship agreement with the Ehrenberg-Bass Institute of Marketing Science, a global authority in evidence-based marketing (EBM), becoming the first advertising company in Japan to establish such an agreement. Through this arrangement, Hakuhodo aims to further elevate its EBM, a marketing approach based on objective data and scientific methodology.

In recent years, EBM, where marketing decisions are made based on reproducible, empirical laws, has gained significant momentum worldwide. Hakuhodo has long advanced its own theory and empirical evidence, alongside independent research activities, focusing on concepts such as distinctive brand assets (DBAs) (Note 1) and category entry points (CEPs) (Note 2). By establishing direct access to the world-class research expertise and research environment of the Ehrenberg-Bass Institute, the world authority on EBM, Hakuhodo will significantly strengthen the scientific backing of the proprietary knowledge and methodologies it has developed over the years. Through a range of initiatives enabled by this agreement, the company will further accelerate its efforts to support clients in achieving sustainable brand growth.

Key areas strengthened through the sponsorship agreement

1. Enhanced scientific backing of Hakuhodo's proprietary EBM implementation and research

By combining the Institute's expertise with the theory, empirical evidence and research capabilities that Hakuhodo has independently cultivated, the company will reinforce the evidence base underpinning its marketing proposals and strategic planning, increasing both their rigor and credibility.

2. Direct access to the latest research and advanced marketing knowledge and its application to business

Hakuhodo will establish an internal environment that provides ongoing access to the Institute's extensive data, evidence and specialist knowledge, as well as the latest academic papers. By incorporating these insights into day-to-day work, Hakuhodo aims to further refine its marketing approaches based on the most current evidence and knowledge available.

3. Direct engagement with world-leading marketing scientists

Through direct consultation and dialogue with the Institute's extensive network of leading researchers, Hakuhodo will strengthen its internal knowledge base and enhance its ability to address increasingly complex and sophisticated marketing challenges with objective, evidence-based solutions.

4. Broader and deeper application of EBM in practice

Exposure to the Institute's research and expertise will enable Hakuhodo to apply marketing science more extensively across business processes, including creative development, product design and campaign evaluation. This includes deeper application of concepts such as DBAs and CEPs.

5. Development of global-standard EBM thinking and talent

Through seminars and training programs, special opportunities to engage directly with the Institute's leading researchers will become possible, enabling Hakuhodo employees to gain firsthand exposure to the thinking behind the latest advances in marketing science. These efforts will strengthen EBM capabilities across the organization while also supporting clients in embedding marketing principles.

Hakuhodo will continue to deepen its relationships with leading research institutions in Japan and around the world, including the Ehrenberg-Bass Institute. Through innovative approaches grounded in scientific principles and empirical evidence, the company remains committed to contributing to the sustainable growth of its clients' businesses and brands.

Note 1: Distinctive brand assets (DBAs): Elements other than the brand name itself, such as logos, colors or other distinctive identifiers, that signal the brand's distinctiveness to *sei-katsu-sha**.

Note 2: Category entry points (CEPs): The cues, situations, or motivations that prompt *sei-katsu-sha* to think about a particular category or brand.

* "*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 the Ehrenberg-Bass Institute of Marketing Science

The Ehrenberg-Bass Institute, based at Adelaide University, is the world's largest center for research into marketing, considered an authority on marketing by many of the world's biggest brands. A team of over 60 marketing scientists is advancing marketing knowledge and helping businesses all over the world to benefit from a culture of evidence-based marketing.

■ About Hakuhodo

Founded in Tokyo in 1895, Hakuhodo today is a leading global integrated marketing and innovation company. Through our network linking over 150 offices in around 20 countries and regions, we work in partnership with more than 3,000 clients. Some of our relationships have endured for over 60 years. The core agency of Hakuhodo DY Holdings, which is consistently ranked among the world's top 10 largest agency companies according to *Ad Age*, Hakuhodo leverages world-class research, big data and digital expertise to develop innovative creative solutions for each client we partner with.

Sei-katsu-sha Centric Mindset (people-first mindset) 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 are whole human beings, with their contradictions and inner conflicts—what we call "*sei-katsu-sha*." Hakuhodo introduced this way of thinking in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *Sei-katsu-sha* Centric Mindset 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.

To learn more, visit: www.hakuhodo-global.com

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