

## Hakuhodo DY ONE and JARO collaborate to produce and deliver TikTok videos targeting Generation Z about ad complaints ～One effort to raise awareness among younger generations～

Tokyo, April 17, 2024 –Hakuhodo DY ONE Inc. is pleased to announce that Hello Z, its creative team that plans and implements digital creative based on Generation Z (Gen Z) insight analysis, will work with the Japan Advertising Review Organization (JARO) to begin producing and delivering “Video Testimonials of Ad Complaints” as part of a project to commemorate the 50th anniversary of JARO’s founding.



With growing demand for marketing that targets the newly emerging major consumer group Gen Z, Hello Z was launched in 2023 as a creative team comprised of primarily true Gen Z members. Harnessing the unique insight of digital natives who spent their teenage years growing up with SNS, Hello Z seamlessly designs and implements media communication strategies and creative that reflect insight analyses and the digital marketing funnel. By strengthening ties with various media companies, we are systematically accumulating know how related to creative trends favored by Gen Z consumers to enhance our ability to support client companies in their marketing activities.

In this current initiative with JARO, Hello Z is utilizing Gen Z marketing knowledge to produce “Video Testimonials of Ad Complaints,” which highlights ad troubles faced by young people to expand awareness among Gen Z, in particular. The video will be posted on JARO’s SNS accounts and is designed to promote active communication with JARO.

### ■Summary of “Video testimonials of ad complaints”

Based on actual complaints that JARO received from Gen Z consumers, Hello Z-produced videos feature anonymous examples of situations that make viewers think, “Yeah, that happened to me, too!” or “Yeah, I’ve seen that, too!” Since April 2024, JARO has been posting a video once a week on its TikTok account. In addition to raising recognition of JARO among younger generations, it has spread the awareness that deceptive, exaggerated or confusing ads should be reported to JARO.

■JARO TikTok [https://www.tiktok.com/@jaro\\_pr](https://www.tiktok.com/@jaro_pr)

■About JARO <https://www.jaro.or.jp>

The Japan Advertising Review Organization (JARO) was established in 1974 as a private, self-regulatory body to eliminate fraudulent advertising and promote fair advertising. JARO receives and reviews complaints about advertisements, provides guidance, and conducts educational and awareness activities related to advertising.

< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Head Office : 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative : Yuzo Tanaka, Chairman of the Board, Representative Director  
Hiroto Kosaka, President, Representative Director  
Shareholders : 100% owned by the Hakuhodo DY Group  
Employees : Approx. 3,000 (April 1, 2024, forecast)  
Start of integration : April 1, 2024  
Business : Planning, consulting, agency operations and investment activities  
related to all aspects of digital marketing

\*On April 1, 2024, D.A.Consortium Inc. (DAC) and IREP Co., Ltd. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

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