

May 21, 2024
Hakuhodo DY ONE Inc.

Hakuhodo DY ONE establishes Reiwa Senior Research Institute to explore digital marketing for the Senior demographic ~Unlocking the potential of the dynamic older generation for effective marketing strategies~

Tokyo, May 21, 2024 –Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; hereinafter, HDY ONE) is pleased to announce the establishment of the Reiwa Senior Research Institute, a specialized body focused on developing effective digital marketing strategies for older adults.



With the COVID-19 pandemic and the increased adoption of digital devices, growing number of people over 65 in the current Reiwa Era (2019~present) are using the Internet daily, with the percentage of those using social media is rising each year. These active Reiwa seniors, who engage with numerous digital touchpoints, present a valuable target for future marketing initiatives.*

However, current marketing efforts aimed at consumers over 65 still primarily rely on traditional media channels like newspapers and television. There is a significant gap in the analysis of behavioral trends and media touchpoints by age group, resulting in limited data to support effective marketing strategies tailored to the older generations.

In response, HDY ONE has launched the Reiwa Senior Research Institute (RSRI), dedicated to researching digital marketing for the senior age group. Leveraging HDY ONE's digital marketing expertise, RSRI will conduct surveys and research to better understand this consumer segment, focusing on media touchpoints and behavioral trends to develop robust digital marketing strategies.

■ Outlook

RSRI will continue to conduct comprehensive surveys and research to gain deeper insights into the senior demographic, enabling the development of effective marketing communications and solutions.

■ Reiwa Senior Research Institute (RSRI)

RSRI is a dedicated marketing organization specializing in the research of Reiwa seniors, a health-conscious, active demographic with extensive digital engagement. By bringing together strategic planners, creators, media planners and other experts from various fields within Hakuhodo DY ONE, RSRI aims to develop optimal media selections, social media strategies, and marketing solutions targeting older consumers. By deeply exploring the behaviors and insights of Reiwa seniors, RSRI seeks to enhance digital ad communications tailored to this demographic.

*Reference:

Source: Internet Usage, White Paper on Information and Communication (Reiwa 3 Edition), Ministry of Internal Affairs and Communications

<https://www.soumu.go.jp/johotsusintokei/whitepaper/ja/r03/html/nd242120.html>

Source: "SNS usage among seniors exceeds LINE mail for the first time," Mobile Society Research Institute

<https://www.moba-ken.jp/project/seniors/seniors20230828.html>

< 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 form a new company, Hakuhodo DY ONE Inc. DAC and Irep will continue to serve their customers, hire directors and employees, and conduct other business operations as we have in the past, with plans for full integration in 2025 or later.

For inquiries regarding this News Release

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