

Hakuhodo DY ONE and Hakuhodo Join Forces as Google Cloud Generative AI Solutions Partners

Tokyo, April 24, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka) proudly announces its participation, alongside Hakuhodo Inc. (headquarters: Tokyo; Representative Director and President: Masayuki Mizushima), as a **Google Cloud Generative AI Solutions Partner** in Google Cloud's "Partner Ecosystem to Support the Implementation of Generative AI in Japan." This initiative is part of the Hakuhodo DY Group's cross-company project, the **Marketing System Initiative (MSI)**.



Advancing AI Capabilities through MSI

As a member of MSI, Hakuhodo DY ONE and Hakuhodo have been driving greater efficiencies in digital marketing, developing more advanced platforms, and utilizing ChatGPT and other large language models (LLMs) to deliver enhanced AI-based services to their clients. Additionally, Hakuhodo DY ONE is integrating AI analytical functions into its proprietary platform, offering consulting services that help client companies improve operational efficiency through generative AI.

Delivering Comprehensive Google Cloud AI Solutions

As a Google Cloud Generative AI Solutions Partner, Hakuhodo DY ONE now offers a broad range of generative AI services, including implementation support, consulting, and training, enabling client companies to effectively leverage Google Cloud's cutting-edge AI capabilities.

Service Support Examples

- **Enhancing Operational Efficiency and Productivity Using Generative AI**
 - Support for the design and implementation of an interactive AI
 - Assistance with specific intellectual outputs (e.g., analysis, article production, reporting)
 - Development and deployment of a general-purpose task assistant AI
- **Supporting Marketing Initiatives with Generative AI**
 - Enhancing website search engine functionality
 - Optimizing the content recommendation engine
 - Designing and implementing a help desk chatbot

Future Outlook

Hakuhodo DY ONE has built extensive expertise as a certified partner of seven products on the Google Marketing Platform. With the addition of Google Cloud Generative AI Solutions, we will integrate our company's and MSI's marketing services with Google Cloud to broaden our solution capabilities and support even more advanced initiatives.

*Marketing System Initiative (MSI)

MSI is a five-company project that combines the expertise of Hakuhodo CRM & Systems Consulting Bureau and Hakuhodo DY ONE, which promotes digital transformation (DX) of our client companies, with the specialized functions of Hakuhodo Technologies, Hakuhodo Marketing Systems and Growth Data, and the expertise of approximately 500 specialists in each field. In addition to enabling a single team to seamlessly support a wide variety of marketing system areas, this system facilitates the organic formation of the optimal team to address each company's individual priority issues related to marketing systems.

*Google Cloud and Google Marketing Platform are registered trademarks of Google LLC.

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< Corporate Information >

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

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Head Office	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-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 Inc. (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.

For inquiries regarding this News Release

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