

Hakuhodo DY ONE and Tokyo Dome Partner to Launch “AI Powered Tokyo Dome City Newspaper”

～Revolutionizing Customer Experiences with Generative AI～

Tokyo, August 5, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; hereinafter, Hakuhodo DY ONE) is excited to announce its partnership with Tokyo Dome Corporation (headquarters: Tokyo; Representative Director, President, and COO: Tsutomu Nagaoka; hereinafter, Tokyo Dome) to launch the **“AI Powered Dome City Newspaper.”** This innovative service leverages generative AI to deliver a unique and personalized customer experience. Visitors to Tokyo Dome City’s indoor children’s facility, ASOBono!, can create a newspaper-style layout featuring articles about their children’s experiences and memories, generated from information entered via their smartphones.



With the rapid rise in awareness of generative AI in 2023, there has been a dramatic increase in companies striving to implement and utilize this transformative technology. In the face of a declining working population, businesses recognize the immense potential of generative AI to enhance productivity and are actively exploring use cases tailored to their operations. To capitalize on this trend, Hakuhodo DY ONE and Tokyo Dome have positioned themselves as early adopters, leveraging generative AI to elevate customer experiences.

To bring the **AI Powered Tokyo Dome City Newspaper** to life, Hakuhodo DY ONE collaborates with Tokyo Dome as an external partner, offering one-stop services that encompass marketing plan development, AI engineering, and creative design. This initiative is spearheaded by our DX Consulting Headquarters, Hakuhodo DY ONE’s in-house AI consulting team.

The service harnesses Tokyo Dome's expertise in entertainment to develop an AI tool with communication skills tailored to each child's age and unique characteristics. This tool enables the creation of a one-of-a-kind newspaper that captures the child's interests and emotions, providing a deeply personalized memento for families.

AI Powered Tokyo Dome City Newspaper: Service Outline

- **Timeframe:** Monday (holiday), August 12 to Saturday, August 31, 2024
- **Venue:** Tokyo Dome City, indoor children's facility ASOBono!
- **Details:**
 - Free of charge to visitors with children under elementary school age (facility entrance fee not included)
 - Create a personalized, one-of-a-kind newspaper using generative AI*
 - Both an electronic version accessible via smartphone and a same-day printed version are available for immediate pickup
- *Utilizes miibo, a generative AI platform that specializes in conversational AI

Hakuhodo DY ONE's Key Areas of Support for AI Powered Dome City Newspaper Marketing Plan Conceptualization

Tokyo Dome City and other entertainment facilities face increasing demand to deliver personalized experiences that seamlessly bridge offline and online interactions. To cater to our target segment of families, we conceptualized and proposed the **AI Powered Dome City Newspaper** with the belief that preserving memories in a personalized format is a valuable and impactful marketing initiative.

1. AI engineering

We developed an interactive AI system designed to be user-friendly, even for children new to generative AI. By leveraging our expertise in UX design, we incorporated feedback from Tokyo Dome to ensure the AI's personality and behavior enhance customer service. The result is an application that employs friendly, polite Japanese, making it easy and enjoyable for children to interact with.

2. Creative

The visual presentation of visitors' memories, crafted through AI technology, plays a crucial role in creating an engaging experience. For the **AI Powered Dome City Newspaper**, we carefully designed the format of interactive AI-generated headlines and articles to ensure both effectiveness and visual appeal. Additionally, we determined how the AI should generate engaging content elements by reverse-engineering the required specifications from the desired output, tailoring each interaction to customer input.

Future outlook

As technology evolves at an unprecedented pace, Hakuhodo DY ONE remains committed to identifying ways to harness its potential and deliver meaningful value to society and users. Generative AI, at the forefront of this technological revolution, holds immense promise for creating new opportunities across industries.

In collaboration with Tokyo Dome, Hakuhodo DY ONE will continue leveraging cutting-edge technologies to develop innovative services, enhance facility management efficiency, and drive initiatives that elevate the customer experience while advancing digital transformation (DX).

Quotes

Mr. Hiroki Yoshioka, Digital Strategy Division, Tokyo Dome Corporation

To enhance our customers' sense of wonder and excitement, we strive daily to provide services that are attuned to each individual. With advances in generative AI, we can now effectively deliver individualized content for more personalized services. At Tokyo Dome City, where we welcome a large number of visitors every year, our goal is to provide services that are attuned to each customer. We will continue to try to bring a smile and excitement to as many people as possible.

Mr. Shu Nakahara, DX Consulting Headquarters, Hakuhodo DY ONE Inc.

With a rapid increase in the number of companies implementing generative AI, it has become imperative to create use cases that fit specific business needs and challenges. This example of early implementation through our collaboration with Tokyo Dome has given us a strong sense of accomplishment. It is a prime example of how our strengths in marketing, AI and creative meshed well with the expertise of our partner company.

Hakuhodo DY ONE DX Consulting Headquarters

The DX Consulting Headquarters offers comprehensive consulting services across a broad range of areas, including AI adoption, customer experience (CX) transformation, and business strategy. In the realm of AI, we support client companies in transforming their businesses, operations, and marketing through generative AI. Our full-service approach includes case planning, AI engineering, and creative design, ensuring seamless integration and impactful outcomes.

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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
Busines	:	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

Hakuhodo DY ONE Inc.

Public Relations /E-mail : info-pr@hakuhodody-one.co.jp