

## Hakuhodo DY ONE, Torchlight, Arrova and Albirex Niigata Unveil “A Summer with Albi” – LINE AR Campaign

Experience a Unique Interactive Campaign from August 10<sup>th</sup> to 26<sup>th</sup>

Tokyo, August 13, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka, Hakuhodo DY ONE), Torchlight Inc. (headquarters: Tokyo; President and Representative Director: Satoshi Kumada, Torchlight), and Arrova Inc. (headquarters: Tokyo; President and Representative Director: Kosuke Arai, Arrova), proudly announce the launch of “Albikun to Sugosu Natsu” (A Summer with Albi), a LINE official account AR initiative. This engaging campaign is conducted in partnership with the J-League professional soccer club Albirex Niigata (headquarters: Niigata; Representative Director and President: Sachio Nakano, Albirex Niigata).



As the Digital Marketing Partner for Albirex Niigata, Hakuhodo DY ONE collaborates closely with the club's management to create engaging opportunities for a broader audience to connect with the team's activities. Using DialogOne® (\*1), our proprietary messaging management solution, we integrate company-owned customer data with LINE user account information and other datasets to deliver highly personalized and optimized messages to each user.

Torchlight supports companies with comprehensive LINE official account solutions through TeLAS, its specialized LINE consulting service. By leveraging unique insights into customer behavior and data-driven strategies, Torchlight helps brands achieve meaningful success on the LINE platform.

Arrova contributes through cutting-edge initiatives utilizing 3DCG technologies, enhancing media experiences with innovative ad products and services rooted in IP and technology. These efforts focus on connecting with sei-katsu-sha (a term the Hakuodo DY Group uses to describe people not simply as consumers, but as individuals with distinct lifestyles, aspirations, and dreams).

Through this collaboration, an AR version of Albirex Niigata's mascot, Albi, is seamlessly integrated with LINE to deliver a unique and engaging customer experience. Campaign participants can capture and post photos and videos with Albi not only during matches but also at various locations and times, fostering deeper connections between the team and its fans.

Hakuodo DY ONE, Torchlight, and Arrova remain committed to working together to utilize AR content, LINE official accounts, and company IP to create innovative customer experiences. These efforts aim to nurture communication among sei-katsu-sha, strengthen team loyalty, and support new corporate branding initiatives.

#### ■Outline of Albirex Niigata's LINE Official Account Campaign: "A Summer with Albi"

Participants are invited to activate AR content on Albirex Niigata's LINE official account (Link below) and post selfies with the AR version of the club mascot, Albi.

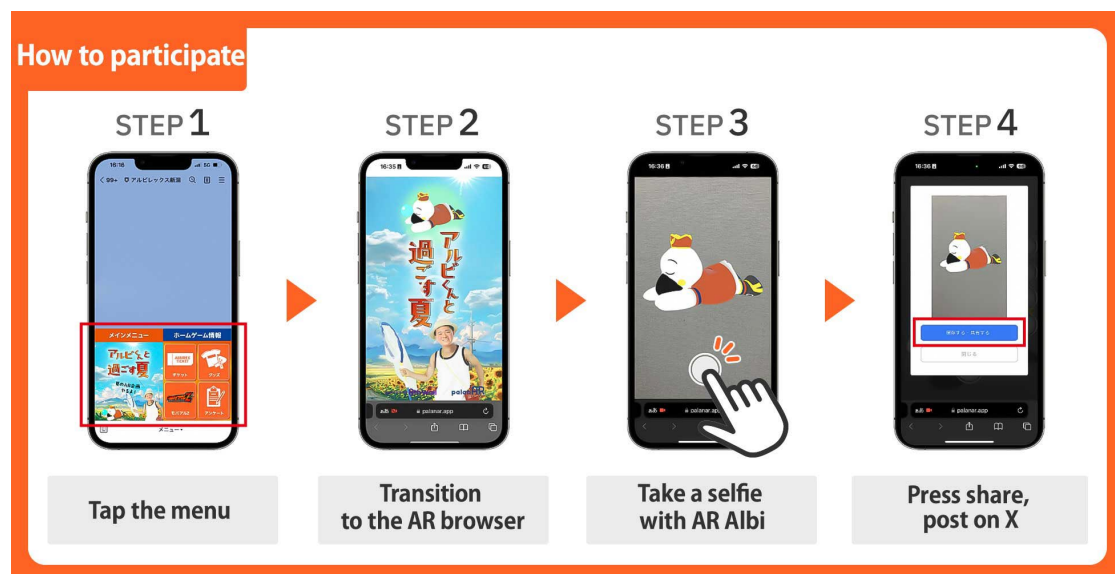
<https://liff.line.me/1657932593-DVLGN62A?rcode=3FcSR0000009387>

This campaign combines AR technology with the popular "Natsu no Omoide" (Summer Memories) photo submission initiative, inviting users to participate even if they haven't attended a match. By offering an immersive and interactive experience, which has emerged as a trend in 2024, this campaign elevates fan engagement to new heights.

#### Campaign Timeframe

- Start: Saturday, August 10, 2024
- End: Monday, August 26, 2024

#### How to Participate



1. Launch the AR browser by tapping the URL in a message sent from the LINE official account or via the menu at the bottom of the LINE official account talk room. Albi will appear on the camera display. Adjust the size and motion as desired.
2. Take a selfie with Albi against your desired background. Hold down the button to record a video.
3. Tap the share button and select the X app to access the submission screen. *Note:* If the X app does not open, save the image/video, relaunch the X app, and submit your content manually.
4. Attach the hashtag #Albikun to Sugosu Natsu to complete your submission. Multiple entries are welcome.
5. Winners will be announced via Albirex Niigata's official X account on or after Tuesday, August 27, 2024.

#### Prizes

- Autographed Official Ball: Signed by members from the Machida Zelvia match on Wednesday, September 4th (1 winner).
  - Autographed Cleats: Used and signed by Thomas Jok Deng (1 winner).
  - Autographed Official Goods: Signed by Soya Fujiwara (5 winners).
- Note: Prize selection is not available.*

#### Terms and Conditions

- Entries must be submitted via official accounts to qualify.
- Multiple entries per account are allowed.
- Entries may be used by Albirex Niigata, Hakuhodo DY ONE, Torchlight, or Arrova for promotional purposes without prior consent from participants.
- Entries cannot be used for other contests, campaigns, or commercial purposes.
- Participants must ensure their submissions are original and do not infringe third-party rights, including copyrights, image rights, and privacy rights.
- Any disputes with third parties over submissions must be resolved by the participant at their own expense.
- Content deemed inappropriate (e.g., disruptive, defamatory, or infringing on copyrights) is prohibited.
- Spam, fraudulent activities, or any actions deemed unsuitable by the campaign operators are prohibited.
- Personal information collected during the campaign will only be used for campaign operation and prize distribution and will be managed in compliance with relevant laws and regulations.
- The campaign may be changed or canceled without notice. Updates will be announced via Albirex Niigata's official social media channels.
- Violations of the terms may result in disqualification.

※1 DialogOne® is a LINE-compatible messaging management solution. By bridging customer data owned by companies and governments with social media account data, this solution enables high-precision utilization of LINE. With a wealth of implementation experience, a full range of functions, and advanced technical expertise, DAC provides organizations comprehensive and customized CRM support. [Learn more here.](#)

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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.

Location               : 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 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.

■Torchlight Inc.     <https://torchlight.co.jp/>

Torchlight is a Hakuhodo DY ONE group company. Through our consulting service TeLAS, we utilize our unique know-how on customer perspectives and data to help clients successfully manage LINE official accounts. By creating emotionally engaging experiences on LINE, we help enhance communication between businesses and sei-katsu-sha.

Location               : 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative       : Satoshi Kumada, President, Representative Director  
Start of integration   : October 1, 2008  
Business              : Integrated design of company communication initiatives, product development,  
                              promotional support, marketing support utilizing social media (LINE official account  
                              consulting operations, SNS promotion operations)

■ARROVA Inc.    <https://www.arrova.co.jp/about/>

Arrova is a Hakuhodo DY ONE group company. As Japan's first marketing agency specializing in game media, we offer entirely new and innovative ad products and initiatives with content that utilizes technologies ranging from 2D to XR (VR/AR). We propose marketing initiatives with a focus on the gaming sector and aimed at younger audiences who are increasingly difficult to reach through conventional media. We also offer PR initiatives that use branded content based on characters and other forms of IP.

Location               : 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative       : Kosuke Arai, President, Representative Director  
Start of integration   : August 1, 2023  
Business               : Marketing support / Media and service development utilizing game media

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For inquiries regarding this News Release

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