

## Hakuhodo DY ONE Named Japan's Only Baidu "Premier Partner" for 2024

Tokyo, March 26, 2025 – Hakuhodo DY ONE Inc. is proud to announce its recognition as a Premier Partner 2024 by Baidu Japan, the Japanese subsidiary of Baidu, Inc., China's largest search engine. Hakuhodo DY ONE is the only agency in Japan to receive this distinction.

This prestigious award recognizes agencies with top-tier performance across sales, ad management, and platform operations for Baidu's suite of ad products—including listing ads, in-feed ads, and network ads. The honor also marks the ninth time Hakuhodo DY Group has received this recognition, highlighting the group's consistent excellence in digital advertising and client growth.



[Premier Partner 2024 companies] <https://www.baidu.jp/info/ad/agency.php>

### Driving Value Through Baidu Partnership

Hakuhodo DY ONE has contributed to Baidu advertising success for many years, earning recognition for its:

- Customer-centric ad strategies that align with evolving client needs
- High-performing, localized promotions that fuel campaign success
- Expert proposals grounded in strong industry and media insight

This combination has helped elevate both customer satisfaction and measurable impact—reinforcing our long-standing relationship with Baidu and ongoing leadership in Japan-China digital marketing.

### Strengthening Cross-Border Digital Capabilities

Hakuhodo DY ONE plays a central role in cross-border digital marketing across the Asia-Pacific region,

with an emphasis on growth between Japan and China. Our capabilities include:

- A team of native Chinese-speaking ad specialists based in Japan, supported by DAC Beijing, our group company focused on China market operations
- Participation in H+, the Hakuhodo DY Group's APAC-wide strategic network, which accelerates digital transformation (DX) and media innovation for clients across the region  
→ Learn more: [H+ Official Site](#)
- A strategic partnership with Info Cubic Japan, a multilingual digital marketing agency that enhances our overseas structure through content localization, social media operations, and digital promotion  
→ Visit: [Info Cubic Japan](#)

We also work closely with major Chinese digital platforms and partners, giving us the infrastructure to support both Chinese inbound and outbound marketing strategies at scale.

## Committed to Cross-Border Growth

Hakuhodo DY ONE will continue to collaborate with partners across the Hakuhodo DY Group and beyond to provide high-quality cross-border marketing solutions. From strategic campaign planning to localized execution, we remain committed to helping brands respond to the growing demand for seamless Japan-China business expansion.

→ [View the full list of Baidu Premier Partners \(Japanese\)](#)

## 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 107-6316, Japan
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

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For inquiries regarding this news release

Hakuhodo DY ONE Inc.

Public Relations

E-mail : [info-pr@hakuodody-one.co.jp](mailto:info-pr@hakuodody-one.co.jp)