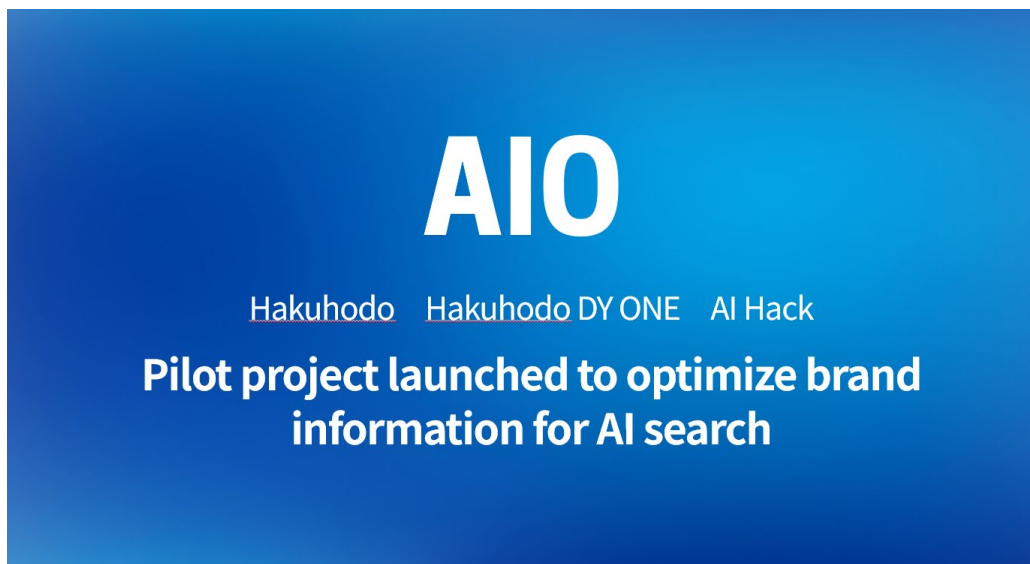


Hakuhodo DY ONE, Hakuhodo, and AI Hack Launch Pilot to Optimize Brand Information for AI-Powered Search

Helping Brands Build Stronger Communication and Brand Equity in the AI Era

Tokyo, June 25, 2025 — Hakuhodo DY ONE has teamed up with Hakuhodo and AI Hack, a company that supports web marketing with using AI technology, to launch a joint pilot project focused on optimizing brand information for AI-powered search.* The initiative will evaluate how brand information is presented in AI-driven search results, develop a communication strategy, and assess its effectiveness—enabling a better understanding of AI-driven search algorithms and strategic brand design.



Visual promoting the pilot jointly launched by Hakuhodo, Hakuhodo DY ONE, and AI Hack to optimize brand information for AI-powered search.

The rapid spread of AI-powered search engines—particularly since the emergence of interactive generative AI—has significantly changed how people gather information. This shift has greatly impacted the behaviors of *sei-katsu-sha***, who are increasingly influenced by results delivered by AI.

However, brand information presented in AI-powered search results is not always accurate or trustworthy. Whether or not a brand is correctly recognized by AI, how it compares to competitors, and whether it is effectively communicated to users—these are urgent concerns for businesses today.

To address this, Hakuhodo DY ONE has partnered with Hakuhodo AI Hack to launch a pilot initiative, leveraging their expertise in AI, search engine behavior, and data insights. Drawing on a proven track record of end-to-end support in AI Optimization (AIO)—from analysis to improvement—they aim to develop practical solutions for companies navigating the evolving digital environment and communication challenges of the AI era.

Outline of the Pilot

This joint pilot with “AI Hack” leverages an AIO analysis tool to visualize how brand information is presented in AI-powered search. The initiative includes:

- Visualization of brand information in AI-powered search:
We analyze how AI-powered search engines perceive and display brand information in search results.
 - Evaluation of AI-generated output:
We assess the accuracy and consistency of the AI-generated content, including alignment with the brand’s actual attributes.
 - Development of optimized communication strategy and measurement of effectiveness:
We create strategies tailored to how AI understands content, and evaluate the impact.
 - Research on AI search engine algorithms:
We conduct investigations to deepen our understanding of how AI-powered search engines work, enabling better optimization of brand information.
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About the “AI Hack” Tool

“AI Hack” is a proprietary AIO analysis tool that visualizes how brand information is presented in AI-powered search results. It supports the planning of communication strategies aligned with generative AI.

Key Functions

- Data collection from AI-powered search results:
Collect data from major AI-powered search engines for in-depth analysis.
- Evaluation of AI-generated response:
Analyze AI output in detail using unique AIO metrics, including priority score.
- Competitor benchmarking:
Assess competitor actions in AI-powered search to inform strategic planning.

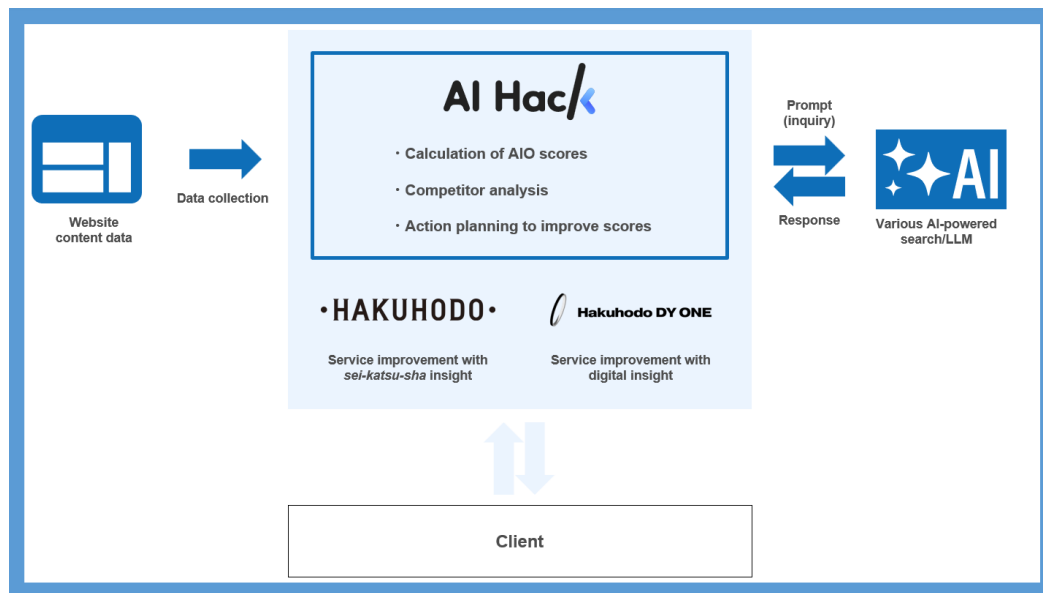


Diagram illustrating the data flow and analysis process supported by AI Hack, Hakuhodo, and Hakuhodo DY ONE, from content collection to insights for brand communication optimization in AI-powered search.

Future Outlook

Based on findings from this pilot, Hakuhodo DY ONE will continue working with Hakuhodo and AI Hack to co-develop solutions for optimizing brand communication in AI-powered search. In addition to the pilot, the three companies plan to offer seminars, consulting, and other services to help clients strengthen communication strategies for the AI era.

*AIO (AI Optimization) refers to the process of improving how brand information is presented and cited by AI-powered search engines. Other related terms include AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), and LLMO (Large Language Model Optimization). In this article, “AIO” is used as a general term.

***Sei-katsu-sha* is a term Hakuhodo uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations, and dreams.

Corporate Information

AI Hack Inc.

<https://ai-hack.co.jp/>

AI Hack is a startup specializing in AI Optimization (AIO) for the generative AI era. While traditional SEO is geared toward conventional search engines, AIO is a new technique that enhances how brand information is presented and cited in AI-generated results such as those produced by ChatGPT and Gemini. AI Hack offers “AI Hack,” a proprietary SaaS tool, and provides AIO consulting service to improve visibility in AI-powered search. Its support includes structured data development, prompt analysis, competitor benchmarking, and visualization.

By staying ahead of emerging trends such as zero-click searches, AI Hack helps businesses strengthen their communication strategy and visibility in AI-driven environments.

Name: AI Hack, Inc.

Location: 34th Floor, Atago Green Hills MORI Tower, 2-5-1 Atago, Minato-ku, Tokyo

Founder and Representative: Daisuke Nakamichi

Date of Establishment: July 2024

Business Lineup: AI Optimization service

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	: 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	: 3,172 (April 1, 2025, 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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