

March 19, 2025
Hakuhodo DY ONE Inc.

Hakuhodo DY ONE Strengthens Social Media Support Functions of Its Digital Talent Crowdsourcing Service “DIGIFUL Connect”

Maximizing Results Through Better Matching of Professional Talent and Businesses for Social Media Success

Hakuhodo DY ONE has strengthened the social media support functions of DIGIFUL CONNECT, its crowdsourcing service specialized in digital marketing and digital transformation (DX). This enhancement was developed in collaboration with TeLAS, a comprehensive support service for managing LINE accounts.



In recent years, new workstyles such as freelancing and side jobs have rapidly expanded. However, persistent challenges remain—such as the shortage of jobs suited to the expertise of jobseekers, mismatched task assignments, and disputes over contract terms after projects begin. While many companies view social media account operation as a key marketing tool to boost customer engagement, it often fails to meet expectations. This is largely due to limited expertise among marketers, ineffective collaboration, and the inability to address social media-specific challenges such as reputation risk.

Hakuhodo DY ONE has been providing a digital talent crowdsourcing service called DIGIFU Connect. To further strengthen its capabilities, we are now collaborating with TeLAS, a total support service for managing official LINE accounts. This collaboration will create a synergistic framework that improves matching between companies seeking social media account management and professional talent. Through this initiative, we aim to resolve persistent issues in social media operations and help clients maximize results.

Details of the Enhanced Support Functions

1. Enhanced talent matching in collaboration with Torchlight's TeLAS

We have begun collaborating with TeLAS, the official LINE account support service provided by Torchlight Inc. This partnership strengthens matching for projects involving official LINE account management, ensuring smoother coordination between companies and professional talent. By combining TeLAS's operational expertise with the diverse skills of professional talent, we enhance our support to meet client needs. This allows clients not only to implement marketing and communication initiatives more efficiently via official LINE accounts, but also to achieve greater value through collaboration with specialized talent.

2. Improved Matching Accuracy with Enhanced Profiles for Social Media Account Operation

For projects requiring advanced expertise in operating social media accounts, we conduct interviews with full-time experts to create detailed talent profiles covering skills and track records. By combining this enhanced profile information with precise project referrals, we improve the accuracy of client-talent matching. This reduces the risk of mismatched assignments and creates an environment where freelancers can take on projects that align closely with their expertise.

3. Enhanced Support Structure to Address Social Media-Specific Incidents

To tackle issues unique to social media account operation—such as reputation risk—we have developed a dedicated support structure that acts as an intermediary between companies and professional talent. Drawing on our deep expertise, this framework minimizes incident risk and ensures environment in which both parties can confidently collaborate.

Next Steps

Through DIGIFUL Connect, we will continue expanding our support services for experts across diverse fields while strengthening our specialized structure for social media account operation. By doing so, we aim to help clients resolve ongoing challenges, achieve sustainable growth in the digital domain, and create new opportunities for freelancers to thrive in flexible workstyles.

About DIGIFUL Connect

DIGIFUL Connect is a crowdsourcing service that links professional digital talent with companies active in marketing and related consulting, system engineering, and digital transformation (DX). The service is connected to DIGIFUL Base, which supports freelancers and side-job workers by helping them discover work opportunities that align with their skills while gaining the latest knowledge. This ensures highly reliable talent matching with strong expertise.

<https://digifulconnect.irep.co.jp>

About TeLAS

TeLAS is a comprehensive support service developed by Torchlight Inc. for operating official LINE accounts. Leveraging its proprietary know-how and customer data, TeLAS helps improve collaboration between companies and *sei-katsu-sha* by delivering inspirational experiences. (*Sei-katsu-sha* is a term used by Hakuhodo to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations, and dreams.)

<https://telas.torchlight.co.jp/>

Corporate Information

Hakuhodo DY ONE Inc.

<https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its know-how and innovation 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 media partnerships, we deliver full support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

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 ourselves to advance as our clients' "One and only ONE" for sustainable growth and enhanced 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

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

*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.

Inquiries

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