

## **Hakuhodo DY ONE's Reiwa Senior Research Institute Launches “The Granfluencers,” New Marketing Support Service in Collaboration with BitStar, Focused on Senior Influencers**

### **Comprehensive Marketing Support for Senior Influencers, From Casting to Strategy Execution**

Hakuhodo DY ONE, in collaboration with BitStar, has launched The Granfluencers, a new marketing support service dedicated to senior influencers. Developed under the company's Reiwa Senior Research Institute, the service provides brands with new ways to engage older consumers in the digital age, combining Hakuhodo DY ONE's strategic insight with BitStar's influencer expertise.



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### **About Granfluencers**

Grandfluencers are a rapidly growing segment of influencers aged 60 and above, gaining global attention in recent years. In the United States, senior influencers have built strong followings in areas such as lifestyle and fashion, with increasing impact on social media. Their presence is also expanding in Japan, with surveys by the Reiwa Senior Research Institute predicting that nearly 20% of all influencers will be seniors by 2027.

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Against this backdrop, corporate marketing targeting older consumers is becoming increasingly important. Yet many initiatives for the senior audience remain ATL-oriented and insufficiently digital.

While hiring granfluencers—who are highly active on social media—is gaining attention as a new way to connect with older consumers, effective approaches for engaging them have not been widely adopted. Challenges remain, as many grandfluencers act independently, making proper casting more complex and execution more difficult compared with influencer programs for younger generations.

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Now, the Reiwa Senior Research Institute has partnered with BitStar, a company with deep expertise in influencer initiatives, to launch The Granfluencers, a marketing support service specialized in senior influencers. The service provides end-to-end support—from selecting and casting granfluencers to planning and executing effective marketing initiatives.

By jointly building an influencer network, we have expanded the scope of the service to include a more diverse range of granfluencers. This foundation enables us to explore new opportunities for marketing to older consumers and to strengthen the digital infrastructure needed to advance initiatives in this field.

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## Services Offered by The Granfluencers

### Key Services

#### 1. Target-Setting Based on Research and Analysis

We conduct research on products and services to analyze customer insights and market segments, then identify the most suitable targets. This allows us to capture the detailed needs and values of the senior population and design more effective marketing strategies.

#### 2. Media Planning

Drawing on the knowledge and experience of the Reiwa Senior Research Institute, we develop media plans from the perspectives of older consumers, influencers, and digital media. This enables two-way communication with the senior population, supported by data analysis that was difficult to achieve under traditional ATL-focused approaches. The result is stronger relationships and more sustained engagement.

#### 3. Development of Creative Concepts

Grounded in *sei-katsu-sha*—a Hakuhodo DY Group concept that views people not just as consumers, but as individuals with lives, aspirations, and dreams—we create concepts informed by in-depth research on digital behavior and lifestyle values. This ensures messages that resonate naturally with seniors, leading to greater understanding and purchase consideration.

#### 4. Selection and Casting of Influencers

Casting is a critical factor in the success of any influencer initiative. Using our dedicated senior influencer network, we identify and recommend the most suitable granfluencers based on the product or service's characteristics and strengths. This approach creates compelling communication with target audiences and delivers high engagement rates.

#### 5. Creative Production

Influencer-driven creative content must align with both the influencer's personality and the communication context. By combining Hakuhodo DY ONE's knowledge with BitStar's expertise, we create content that reflects *sei-katsu-sha*'s sentiment and communicates brand value effectively. Our goal is to inspire audiences by blending client messaging with the authenticity and appeal of each influencer.

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## Service Features

### Leveraging Digital Marketing Knowledge Focused on the Senior Population

As a marketing unit dedicated to analyzing the attitudes and behaviors of older consumers in the digital era, the Reiwa Senior Research Institute is able to design unique communication strategies optimized for the senior population.

## **Expanding the Network with Popular Granfluencers**

Through casting partnerships, we have built one of the largest senior influencer networks in Japan, including popular influencers with up to 900,000 followers. This network will continue to expand, increasing opportunities for collaboration with a more diverse range of senior influencers.

## **Casting Capabilities Supported by a Strong Track Record**

In collaboration with BitStar—operator of one of Japan's largest influencer databases, containing more than 2.5 million profiles and a nationwide network of 757,000 members—we deliver accurate, effective casting services backed by proven results.

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## **Next Steps**

We will continue to strengthen marketing support for older consumers while helping clients address key business challenges. Our aim is to contribute to the development of a more effective information environment for the senior population.

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## **About the Reiwa Senior Research Institute (RSRI)**

The Reiwa Senior Research Institute is a dedicated marketing unit established to analyze and understand the behavior of older consumers, who have become increasingly active in digital communication since the Covid-19 pandemic.

By drawing together strategic planners, creators, media planners and other experts from across Hakuhodo DY ONE, RSRI develops optimal media selections, social media strategies, and marketing solutions tailored to older consumers. Its goal is to advance communication aligned with the values and lifestyles of seniors and society as a whole, through in-depth analysis of behavioral trends and insights in the Reiwa era (since 2019).

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## **About BitStar Inc.**

<https://bitstar.tokyo/corp>

BitStar operates a wide range of businesses centered on influencer marketing, including agency services, production, content studios, and P2C. Its BitStar Database, one of the largest influencer databases in Japan, contains more than 2.5 million influencer accounts and is used by approximately 7,500 companies.

The company also operates BitStar Match (<https://bitstar.tokyo/match>), a big data-driven, AI-powered matching platform that streamlines the otherwise complex process of connecting companies with influencers. With cumulative funding exceeding ¥4 billion, BitStar has also expanded internationally, establishing a branch in Indonesia to accelerate its global rollout.

By leveraging data and technology, BitStar aims to maximize the potential of long-tail creators, creating new industries and cultures in the age of social media.

Location: 10<sup>th</sup> Floor, Shibuya Higashiguchi Building, 2-22-3 Shibuya, Shibuya-ku, Tokyo 150-0022

Representative: Taku Watanabe, Representative Director and CEO

Date of Establishment: July 10, 2014

Business: Creator support, content creation

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## **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.

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## Inquiries

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