

Hakuhodo DY ONE Wins Rising Star at KARTE Partner Award 2025

–Recognized for its broad contribution to establishing a structure to support KARTE users and improve the customer experience–

Tokyo, August 4, 2025 –We are pleased to announce that Hakuhodo DY ONE Inc. has won the Rising Star prize at KARTE Partner Award 2025, an award show organized for partners of the consumer experience (CX) platform KARTE, provided by PLAID, Inc.



Launched in 2024, KARTE Partner Award commends partner companies for the introduction and operation of the KARTE series of services for their excellent performance in driving the business growth and CX transformation of KARTE users (KARTE Friends). KARTE Partner Award 2025 evaluated initiatives in support of the introduction and utilization of the KARTE series covering the period from January to December 2024. The KARTE Partner Award 2025 ceremony was held as part of [X DIVE](#) (pronounced “cross dive”) a conference organized by PLAID on July 24 to explore new values through co-creative conversations among transformative leaders.

In its first year of operation, Hakuhodo DY ONE won Rising Star 2025 for quickly establishing and enhancing a structure to support KARTE users by integrating the knowledge of a team specializing in the user interface/experience (UI/UX) and another team with strengths in supporting data-driven marketing and CDP/MA development.

Other factors included contribution to the D2C business growth of myberyl, a men’s cosmetics brand, support for the introduction of KARTE in various industries, and contribution to optimizing the customer experience by leveraging products such as KARTE Web and KARTE Blocks.

As a KARTE Official Partner,^{*1} Hakuhodo DY ONE provides support to a wide range of companies facing operational challenges after introducing KARTE, as well as companies planning to introduce KARTE.^{*2}

Hakuhodo DY ONE remains committed to promoting service development and business support with KARTE to maximize the customer experience value.

*1 The term "Official Partner" refers to a company accredited by the KARTE Partner Accelerate Program, a partnership program offered by PLAID, as meeting specific criteria including on operational performance and product understanding. Official Partners are eligible for special support including advance offering of new functions and joint marketing.

*2 <https://solutions.hakuhodody-one.co.jp/karte>

< 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

For Inquiries Regarding This News Release

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