

**Hakuhodo DY ONE, Torchlight, and ARROVA Launch AR Campaign with Albirex Niigata on Official LINE Account:  
“A Summer with ‘Localized’ Albi”**

–Campaign runs from August 16 to September 14–

Tokyo, August 15, 2025 – Hakuhodo DY ONE Inc., Torchlight Inc., and ARROVA Inc. have partnered with Albirex Niigata, a professional soccer club in Japan’s J. League, to launch an augmented reality (AR) campaign on the team’s official LINE Account. Titled “A Summer with Local Albi” (*Gotouchi Albikun to Sugosu Natsu*), the campaign runs from Saturday, August 16 through Sunday, September 14, 2025.



As a digital marketing partner for Albirex Niigata, Hakuhodo DY ONE is seeking ways to upgrade the experience of many people from a perspective that is closer to club management. We have also developed and launched DialogOne®,<sup>\*1</sup> a messaging management solution to deliver optimized messages to individual users by combining first-party customer data with LINE and other user account information.

Torchlight is a provider of total support for official LINE business accounts with its flagship consulting service TeLAS<sup>\*2</sup> to help operate official LINE accounts successfully by leveraging its customer insights on data utilization. The company is the main driver of this project, assuming responsibility for broad

areas ranging from conceptualization to the design of actual user communication.

ARROVA is engaged in a variety of initiatives leveraging its three-dimensional computer graphics (3DCG) technology to evolve the media experience by combining IP and technology, thus offering unprecedented, innovative ad products and initiatives for *se-katsu-sha*.<sup>\*3</sup>

In its second iteration, this project also seeks to help revitalize the local economy and promote tourist attractions through a “stamp rally,” which involves collecting stamps at specified locations in and around the city of Niigata. The bond between the team and its fans will be strengthened as the fans can also participate in a campaign to post pictures and videos of Albi, the mascot character of the team, even when not watching the team play. We will provide a new experience for fans by creating AR versions of Albi and making the most of LINE, the best channel for generating customer experience.

To date, fans using the bus to get to the stadium have tended to be concentrated in the period just before kickoff. To remedy this situation, we will temporarily place a “localized Albi (Niigata Kotsu version)” at the bus stop by the stadium only at times when it is not so crowded before kickoff and see if that helps smooth the flow of users over time.

Working together to offer new customer experiences to society by leveraging AR content, the official LINE account and corporate IP, Hakuhodo DY ONE, Torchlight and ARROVA are aiming for a world where we can generate communication among *se-katsu-sha* even after the experience, thus providing new branding support for clients.

### ■ Outline of the campaign

“A Summer with ‘Localized’ Albi” is a stamp rally campaign that encourages participants to visit as many specified sites as possible, where they can collect stamps by activating AR content on the official LINE account of Albirex Niigata. Participants can win fancy prizes in a ballot, depending on the number of stamps collected.

As part of the campaign, we will also ask participants to post pictures of AR versions of Albi, the mascot character of the club, on social media.

This is a quest-style event with the theme of “summer memories.” Users are free to participate whether they have been to the stadium or not.

### ■ Key features of the project

Different sites have their own specific AR version of Albi, so you never know beforehand what kind of Albi you will meet at each site. Please enjoy the campaign by visiting as many places as possible.



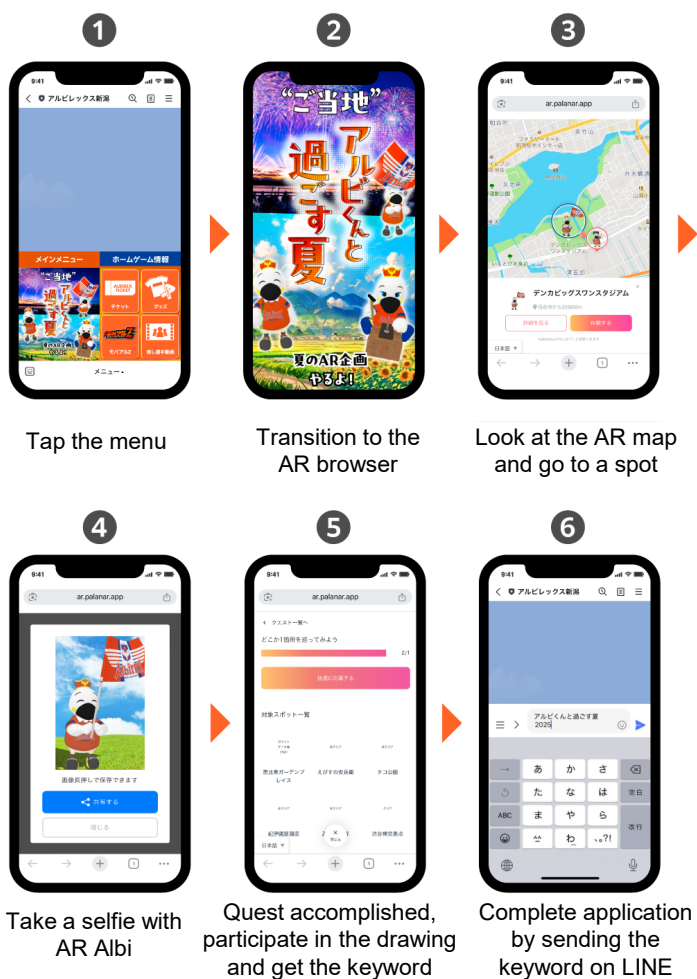
### ■ Campaign period

Saturday, August 16 to Sunday, September 14, 2025

### ■ LINE Official Account

Albirex Niigata — Access here: <https://liff.line.me/1657932593-DVLGN62A?tcode=3FcSR0000009387>

### ■ How to join the campaign



\*The app is still under development. The actual screen might look different.

1. Visit any of the specified AR sites located in and around the city of Niigata.  
\*You can see the list of specified AR sites by opening the AR browser from the menu at the bottom of the chat room in the official LINE account.
2. Open the AR browser from the message sent from the official LINE account or the menu at the bottom of the chat room in the official LINE account. You can find Albi in the camera screen.
3. When AR Albi appears on the screen, it means that you have collected a stamp.
4. Find the keyword on the reward winning screen.
5. Complete the application process by sending the keyword to the official LINE account of Albirex Niigata.
6. The winners will receive a message from the official LINE account of Albirex Niigata, starting on Tuesday, September 30.

You can also participate in the social media posting campaign by taking a picture of AR Albi and posting it on X with the hashtag #Gotouchi Albikun to Sugosu Natsu. You can post as many pictures as you like. The winners of the social media posting campaign will receive a message from the official LINE account of Albirex Niigata, starting on Tuesday, September 30.

## ■ Prizes

### • Stamp rally campaign

1 stamp: Wallpaper (all participants)

3 stamps: Autographed summer shirt (15 winners) (The autographing players are randomly selected.)

5 stamps: Autographed uniform (3 winners)

### • Social media posting campaign

—Novelty goods of Albirex Niigata (5 winners)

## □ Instructions to enjoy the AR stamp rally

1. Safety instructions
  - Using your smartphone while walking may cause accidents. Stop before looking at the screen.
  - Please take care not to cause trouble to the surrounding traffic or passers-by.
2. Location information (GPS)
  - This campaign requires location information (GPS).
  - Be sure to turn on the location information service on your smartphone.
  - Location information may be inaccurate where GPS reception is poor, including indoors, underground and behind tall buildings. Please use your smartphone in an open area.
3. Mobile reception
  - A stable internet connection is required. Please participate where reception is strong.
  - Please note that packet communication fees will be charged.
4. Device and app requirements

- The campaign service may not work properly if you do not use a recommended OS or device.
  - Before participating, install the latest version of the relevant app and check that it works.
5. Cache deletion (mandatory)
- Do not delete the cache while participating in the campaign. Information on the collected stamps may disappear if you delete the cache from your app or browser.
  - Please check that your device has sufficient space before participating.
6. Privacy
- The location information acquired during this campaign will not be used for any purpose other than the operation of the campaign.
  - See the campaign's privacy policy for details.
7. Prohibitions
- Do not wrongfully acquire another person's location or personal information.
  - We may stop you participating in the campaign if we find that you have committed a wrongful act. Please follow the instructions above to enjoy the AR stamp rally safely.

#### □ Instructions on the social media posting campaign

- Posts on any private X account will not be considered in the screening process.
- You can submit multiple posts on a single account.
- Your submissions may be used for promotional activities by Albirex Niigata, Hakuhodo DY ONE, Torchlight and ARROVA. Please note that we will not seek your prior approval.
- Do not use your submissions to apply to any other competition or campaign, or for commercial purposes.
- Applicants shall warrant that their posts are their own, and do not violate the rights of a third party including copyright, right of publicity and right to privacy.
- Any conflict with a third party regarding a submission shall be resolved by the applicant themselves and at their own expense.
- Do not post anything that is offensive to public order and morals or is libelous against someone.
- Do not post anything that violates someone's copyright.
- Do not commit any spam, wrongful or other act deemed improper by the organizer.
- Personal information collected from applicants will only be used for the operation of this campaign and the sending of prizes.
- Personal information will be managed appropriately under law, and will not be shared with any third party.
- This campaign may be changed or canceled without prior notice. Any such event will be communicated through the official social media accounts of Albirex Niigata.
- We may stop you participating in case of non-compliance with any of the instructions listed above.

\*1 DialogOne® is a messaging management solution for communication platforms such as LINE. By bridging customer data owned by companies and governments with social media account data, this solution enables high-precision utilization of LINE. With a wealth of implementation experience, a comprehensive range of functions, and advanced technical expertise, DAC provides organizations comprehensive and customized CRM support. <https://solutions.hakuhodody-one.co.jp/dialogone> (Japanese)

\*2 TeLAS is a total support service for Official LINE Accounts offered by Torchlight. It supports everything regarding marketing on LINE, including delivery design, delivery settings, data utilization and reporting, as well as strategy planning. <https://telas.torchlight.co.jp/>

\*3 "Sei-katsu-sha" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

## 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 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 (as of 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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### About Torchlight Inc.

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

Torchlight, a Hakuhodo DY ONE group company, provides end-to-end support for official LINE business accounts through its flagship consulting service TeLAS. By applying its expertise in customer perspectives and data utilization, Torchlight helps clients operate LINE accounts successfully while fostering more engaging communication between businesses and sei-katsu-sha.

Location : 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative : Satoshi Kumada, President, Representative Director  
Start of Integration : October 1, 2008  
Business : Integrated design of company communication initiatives, product development, promotional support, marketing support utilizing social media (LINE official account consulting operations, SNS promotion operations)

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### About ARROVA Inc.

<https://www.arrova.co.jp/>

ARROVA, a Hakuhodo DY ONE group company, is Japan’s first marketing agency specializing in game media. By combining IP with technologies ranging from 2D to XR (VR/AR), ARROVA delivers innovative ad products and experiences designed to connect with younger audiences who are increasingly difficult to reach through traditional media. The company also provides PR initiatives leveraging branded content based on characters and other forms of IP.

Location : 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative : Yusuke Kawai, President, Representative Director  
Start of Integration : August 1, 2023

Business : Marketing support / Media and service development utilizing game media

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## About NIIGATA KOTSU Co., Ltd.

<https://www.niigata-kotsu.co.jp/>

With its core transportation business including public bus operations, Niigata Kotsu plays a vital role in supporting the daily lives of Niigata citizens. The company also engages in diverse businesses such as real estate, merchandising, and lodging.

Location : 1-6-1 Bandai, Chuo-ku, Niigata-shi, Niigata  
Representative : Yoshito Hoshino, President  
Start of integration : December, 1943  
Business : Passenger transport, travel agency, airline agency, real estate, parking management, houseware sales, etc.

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