

## Hakuhodo DY ONE launches ONE-AIO Lab

～Helping Firms Boost Brand Value by Developing and Delivering AI Optimization Solutions

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**Tokyo, October 2, 2025** – Hakuhodo DY ONE is pleased to announce the launch of ONE-AIO Lab as part of the HCAI Initiative, a project to promote AI across the entire Hakuhodo DY Group. Akira Noboru of Hakuhodo DY ONE will assume the post of director, with Daisuke Nakamichi, CEO of Tokyo-based AI Hack Inc., serving as technical advisor. The lab's establishment will enable Hakuhodo DY ONE to strengthen its capabilities in AI optimization (AIO)—optimizing brand information for AI search—and thus better help companies boost brand value.

# ONE-AIO Lab

The rapid spread of conversational AI has fundamentally changed the ways people gather information and the process of corporate brand recognition. AI search streamlines gathering of information and can provide deep insights. On the other hand, it has also led to an increase in zero-click searches, changes in search queries, and fluctuations in organic search traffic. Given these developments, AI optimization (AIO), which ensures that AI accurately understands and displays information about your business, has become a key task for companies. Now more than ever, companies need to take strategic action to share reliable, up-to-date information about themselves, while preventing inaccuracies and obsolete data from undermining their brand.

These are the communication challenges of the AI era. In response, Hakuhodo DY ONE has developed an extensive knowledge of AI search algorithms, coupled with expertise in AIO, by conducting proof-of-concept trials with AI Hack.\* ONE-AIO Lab brings together the know-how gained through these trials with Hakuhodo DY ONE's specialized knowledge and expert professionals. It also incorporates the technical insights acquired by AI Hack through its experience with deployment and operation of generative AI. With the lab's launch, Hakuhodo DY ONE will accelerate development of AIO solutions.

### ■ About ONE-AIO Lab

Hakuhodo DY ONE's research and development hub specializing in AI optimization (AIO)—optimizing brand information for AI search. It will utilize the AIO tool AI Hack, supplied by AI Hack Inc., to visualize how brand information appears in AI search, evaluate AI-generated responses, design and verify optimal communication

strategies, and conduct research on AI search algorithms. By developing and offering more advanced solutions for optimizing corporate communication strategies, the lab will help companies boost brand value and achieve sustained growth in the AI era.

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<Corporate Information>

■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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