

News Release

Hakuhodo DY Media Partners Inc.
Hakuhodo Inc.
Hakuhodo Product's Inc.
D.A.Consortium Inc.
Hakuhodo DY digital Inc.

“SP EXPERT’S™” now up and running the Hakuhodo DY Group-wide team offering marketing, sales, and digital support for today’s digitized sales promotion market

Tokyo, January 16, 2019 --- SP EXPERT’S™, the Hakuhodo DY Group project team dedicated to providing end-to-end support with digital activations in the sales promotion field, got fully up and running in January 2019. The team was jointly set up by Hakuhodo DY Media Partners Inc., Hakuhodo Inc., Hakuhodo Product's Inc., D.A.Consortium Inc. (DAC), and Hakuhodo DY digital Inc.



The emergence of multifarious platforms and advances in digital technology, now make it possible not just to track digital activity histories via the Internet and apps but even to collect real-world data. The boundaries between the real and digital worlds are fading away as bricks-and-mortar stores go increasingly digital. Pundits predict that the Online Merge Offline (OMO) era, in which it will be possible to perform similar data analytics on real-world behavior as on the digital kind, will soon be here, enabling marketers to act on data connected with the real world.

With the OMO era just around the corner, Hakuhodo DY Group has zeroed in on the digital shift in the sales promotion market, which is said to be worth 6 trillion yen(*1). Someone needs to take the lead in digitizing this massive market by promoting digital marketing that seamlessly integrates everything, from advertising to sales promotions. So we launched the Group-wide project SP EXPERT’S™, which has already achieved much over the course of its activities. Now it has been officially turned into a project team under the same name.

SP EXPERT’S™ is an integrated project team that brings together individuals with an expert knowledge of marketing, sales promotion, and digital from Hakuhodo DY Media Partners, Hakuhodo, Hakuhodo Product's, DAC, and Hakuhodo DY digital. By pooling the expertise of all its members, the team seamlessly and comprehensively covers the

entire gamut, from marketing strategy to digital solutions development, personal information management and administrative processing during promotional campaigns, and media business design. This ensures that no element of the marketing campaign becomes isolated from the rest.



In partnership with platform operators in the promotional field, the SP EXPERT'S™ team is committed to supporting corporate marketing activities in whatever form by developing a full range of solutions, and furthering promotional efforts in the area of sales promotion including digital marketing.

(*1) Source: Japan Promotional Marketing Institute (JPM).

<Corporate Information>

- **Hakuhodo DY Media Partners Inc.** <https://www.hakuhodody-media.co.jp/english/>

Representative : Hirotake Yajima, Representative Director.President & CEO

Head Office : Akasaka Biz Tower, 3-1,Akasaka 5-chome, Minato-ku,Tokyo 107-6321

Established : December 2003

Business : Advertising, sales promotion and public relations involving newspapers, magazines, TV, the internet, outdoor and other media
- **Hakuhodo Inc.** <https://www.hakuhodo-global.com/>

Representative : Masayuki Mizushima, President & CEO

Head Office : Akasaka Biz Tower,5-3-1 Akasaka, Minato-ku,Tokyo 107-6322

Incorporated : February 1924

Business : Marketing, creative production, promotion/activation, digital, consulting, public relations, research, etc.

- **Hakuhodo Product's Inc.** <https://www.h-products.co.jp/pdf/english.pdf>
 - Representative : Naohiko Kishi, President
 - Head Office : NBF Toyosu Garden Front, 5-6-15 Toyosu, Koto-ku, Tokyo 135-8619
 - Established : October 2005
 - Business : Integrated promotion production

- **D.A.Consortium Inc.** <http://www.dac.co.jp/english/>
 - Representative : Masaya Shimada, President & CEO
 - Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
 - Established : December 1996
 - Business : Online media transaction related business, Solution business, Ad Operations Business

- **Hakuhodo DY digital Inc.** <https://www.hakuhodody-digital.co.jp>
 - Representative : Akira Tsuji, President
 - Head Office : Akasaka Biz Tower,5-3-1 Akasaka, Minato-ku,Tokyo 107-6322
 - Established : April 2016
 - Business : Digital media planning, creative production, data marketing, campaign planning, etc.

For inquiries regarding this News Release

Hakuhodo DY Media Partners Inc. / Hakuhodo Inc.
Public Relations Division / E-mail: koho.mail@hakuhodo.co.jp

Hakuhodo Product's Inc.
Public Relations (Tel) 03-5441-7228

D.A.Consortium Inc.
Corporate Strategy Group Public Relations / E-mail: ir_inf@dac.co.jp

Hakuhodo DY digital Inc.
Management Planning Division, Public Relations / E-mail: info@hakuhodody-digital.co.jp