

News Release

Hakuhodo DY Media Partners Inc.
D.A.Consortium Inc.

Hakuhodo DY Media Partners and DAC **to offer Video Creative Planner X (Cross)TM,** **~a consulting service to optimize video ads~**

Tokyo, July 24, 2019 --- Hakuhodo DY Media Partners Inc. and D.A.Consortium Inc. (DAC) are pleased to announce that they will begin offering Video Creative Planner X (Cross)TM, a consulting service to optimize video ads. This service will utilize new analytical tools paired with Video Creative PlannerTM, which was developed by both companies, and will be provided by inter-company specialized team within the Hakuhodo DY Group.



Announced in January 2019, Video Creative PlannerTM* is an original Hakuhodo DY Group solution that was developed by visually or mechanically disassembling and identifying creative elements from approximately 8,000 actual YouTube video ads in Japan and giving each element a score to create a database of video ad performance. It is frequently used to analyze and plan video ads to optimize video ad creative.

Video Creative Planner XTM is an advanced version of this solution that brings together Video Creative PlannerTM analytical results with media and platformer analytical tools and knowledge. This enables data analysts and creative staffs to work together as a team on analysis, planning, and operations and helps create an ongoing cycle of developing and running more effective video ads.

Companies with multiple brands often have brand-specific creative and evaluation standards, as well as different methods of running video ads, making it difficult to determine methods of optimizing ads comprehensively. However, Video Creative Planner XTM can steadily increase ad impact by evaluating ads across all brands using common standards and creating and running ads optimized for the company as a whole rather than a specific brand.

Before this announcement, Hakuhodo DY Media Partners and DAC conducted analysis trials of YouTube video ads of an advertiser with multiple brands. We were able to identify the company's unique patterns of success as well as issues and engage in multiple brand video ad initiatives optimized for this company.

Hakuhodo DY Media Partners and DAC will continue to expand the analytical tools of Video Creative Planner XTM to enhance our consulting services and contribute the marketing efforts of advertiser companies.

* News release dated January 22, 2019: Roll Out of Video Ad Creative Planner, a solution that identifies effective data elements to optimize video ads
https://www.hakuhodody-media.co.jp/newsrelease/service/20190122_24475.html (Japanese)

■ Video Creative Planner X™ features

Video Creative Planner X (Cross)
動画クリエイティブプラナー-X

Cross-multiplying different **ANALYSES**



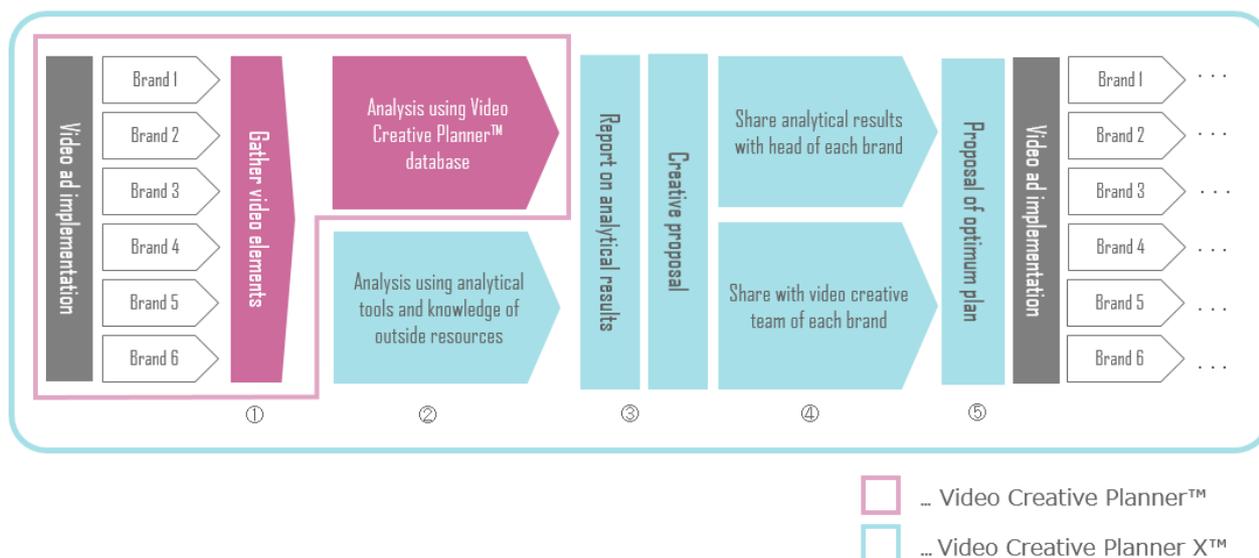
Cross-multiplying **HUMAN RESOURCES**



Cross-multiplying **TEAMS**



■ Video Creative Planner X™ flow chart



- ① Gathering of video data of each brand ad
 - ② Analysis of video data by Hakuodo DY Group data analysts and creative staff
 - A. Creative analysis using Video Creative Planner™ database
 - B. Creative analysis using analytical tools and knowledge of media, platformers and other outside resources
 - ③ Report and creative proposal based on analytical results that bring together A and B
 - ④ Analytical results shared with video ad production teams of each brand within the Group
 - ⑤ Re-design of optimized video ad creative
- ※Ongoing PDCA cycle

For inquiries regarding this News Release

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