

Hakuhodo DY Media Partners and DAC form

“Influencer Marketing EXPERT’S”

~a specialist team for comprehensive support from SNS to mass media~

Tokyo, November 13, 2019 --- Hakuhodo DY Media Partners Inc. and D.A.Consortium Inc. (DAC) are pleased to announce the launch of Influencer Marketing EXPERT’S (*1), a specialized team capable of providing influencer marketing support not just for SNS, but also mass media.



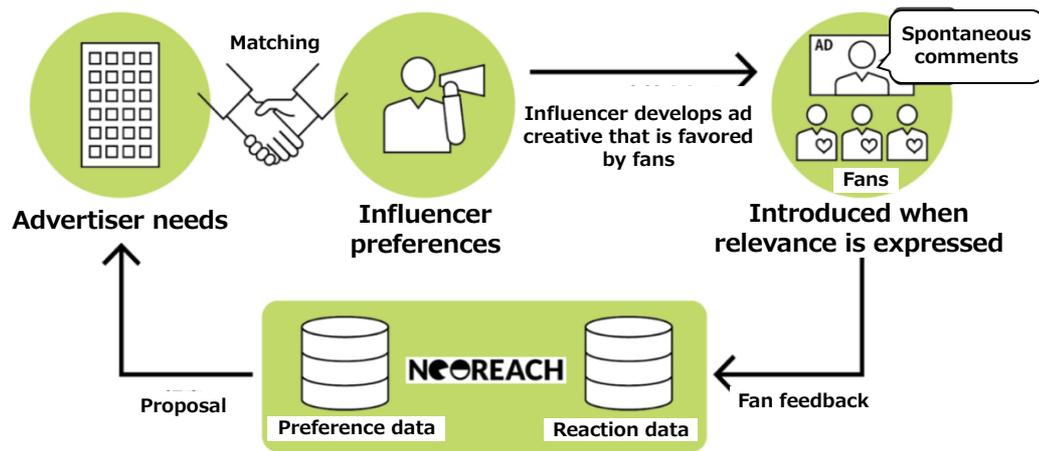
In a world with an abundance of information, the value of influencers has risen as a means for efficiently acquiring reliable information. While the utilization of data has made ad targeting more accurate, this has led to a downside – similar types of information are focused at specific types of customers, making it more difficult for companies to acquire new customers. However, by using influencers as filters, companies can target customers outside their assumptions to create moments of serendipity. This type of marketing is becoming increasingly important as a means to expand customer base.

Hakuhodo DY Partners and DAC have formed a specialized team called Influencer Marketing EXPERT’S, which will create a database of influencers’ wide range of preferences and match those influencer preferences with the needs of advertiser companies. This will help focus the delivery of messages to influencers who would most likely be interested, hence creating a high synergy effect in influencer marketing.

To realize this, DAC has become a strategic partner of the U.S. company NeoReach (*2) to support their Japan market entry. DAC will utilize NeoReach’s platform to grasp influencer and follower attributes and interests based on their past posts both in Japan and overseas.

In addition to SNS, Influencer Marketing EXPERT’S will provide influencer marketing support for mass media. With radio and other forms of mass media where reach can be visualized in actual numbers, people appearing on a program, after explicitly expressing interest or relevance of ads that run alongside the program, can introduce their experiences of a particular company’s product as an influencer. This makes it possible for influencer marketing to target males, senior citizens or other groups that some forms of SNS, for example, those primarily supported by young women, find difficult to reach.

▼One example of company/influencer matching



Furthermore, DAC will work with Hakuhodo DY Group's casting company and others to promote influencer marketing that uses celebrities both from Japan and overseas. This will help acquire mass reach, which until now has been difficult using only micro influencers who are strong in specific communities, and lead to more impactful inbound initiatives.

Through influencer marketing that spans SNS to mass media, from everyday people to celebrities both in Japan and overseas, we hope to increase the number of serendipitous encounters between companies and people, regardless of gender, age or region, and contribute to new customer acquisition and branding as well as open up new possibilities for mass media and talent.

Hakuhodo DY Media Partners and DAC will work together with mass media and influencer marketing service companies to enhance its services, such as those that match companies with influencers in Japan and overseas, in an effort to contribute to the development of the influencer marketing market.

(*1) Influencer Marketing EXPERT'S is part of Sei-katsu-sha DATA WORKS, Hakuhodo DY Group's advanced marketing solutions group. Hakuhodo DY Group's Sei-katsu-sha DATA WORKS utilizes one of Japan's largest consumer databases to provide marketing strategies and media initiatives that are bilaterally and organically integrated, unlike the past where they are often unilateral and disjointed. It is an integrated marketing solutions group that promises to produce results providing full-funnel services, from customer creation, acquisition and nurturing.

(*2) November 12, 2019 press release: DAC supports NeoReach's Japan market entry as a strategic partner https://www.dac.co.jp/press/2019/20191112_neoreach (TBD)

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