

News Release

Hakuhodo DY Media Partners Inc.

D.A.C Consortium Inc.

Hakuhodo DY Media Partners and DAC partner with Asahi Shimbun to enhance “Category Works,” a sector-specific marketing solution

Tokyo, February 17, 2020 --- Hakuhodo DY Media Partners Inc. and D.A.C Consortium Inc. (DAC) are proud to announce an alliance with The Asahi Shimbun Company, which owns digital media in a diverse range of fields, to enhance the capabilities of Category Works, a sector-specific marketing solution provided by Hakuhodo DY Media Partners.

Category Works is part of Hakuhodo DY Group’s Sei-katsu-sha DATA WORKS advanced marketing solutions lineup. It utilizes one of Japan’s largest audience data from Hakuhodo DY Group’s Sei-katsu-sha DMP as well as audience data owned by specialized media representing each category. Unlike the past where market understanding was often disjointed, Category Works is a sector-specific marketing solution that can organically integrate and consolidate marketing strategy proposals, content/creative production, media planning and ad delivery. It allows a full-funnel approach for acquiring and nurturing new customers.

With this partnership, functions related to theme-specific content development will be enhanced. Up until now, because of the need for specialized knowledge or experience, advertisers have had difficulty quickly developing on their own unique and reliable media or content specific to a particular topic.

To address this challenge, Hakuhodo DY Media Partners and DAC have decided to work with The Asahi Shimbun Company (*), which possesses sector-specific digital media production platforms, editorial capabilities tailored to each theme and a wealth of experience organizing events, to find and nurture potential customers and develop media/content for effective marketing through initiatives, such as the following:

- the launch of digital media optimized and specific to a particular theme or target (including editorial and operational functions)
- the organization of real events optimized and specific to a particular theme or target (including event management functions)

In more concrete terms, thanks to the collaboration with The Asahi Shimbun Company, Category Works will offer the following four major functions to enhance the utilization of data, from offline to online, as well as to create more value in experiences:

1. Analysis and planning utilizing Asahi Shimbun digital media viewer data
2. Production of new digital media and content specific to a particular field
3. Targeted ad delivery to digital media viewers
4. Cooperation related to offline events organized by Asahi Shimbun Company (sports events, cultural events, etc.)

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Hakuhodo DY Media Partners has already launched Category Works Mobility (November 29, 2018), Category Works Entertainment (January 24, 2019) and Category Works Local & Travel (July 5, 2019).

Hakuhodo DY Group and DAC will continue to enhance the functions of Category Works by bridging audience data owned by publishers with Hakuhodo DY Group’s marketing and sei-katsu-sha functions with the aim to promote high-value-added content and audience data and to develop new marketing solutions.

*The Asahi Shimbun Company operates one of Japan’s largest news sites called “Asahi Shimbun Digital”, a lifestyle web magazine called “&”, an investigative report magazine called “withnews” and other digital media, such as “Lifestyles and Money” and “Car Safety and Weekend Outings.” The Asahi Shimbun Company has also launched media on specialized themes for specific companies as well as numerous types of vertical media based on particular topics, such as pets, global news, books, millennial women and others. Their diverse range of vertical media is developed using the vertical media production platform “Pot-au-feu,” which enables the launch of media with a focused target, theme or trend.



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